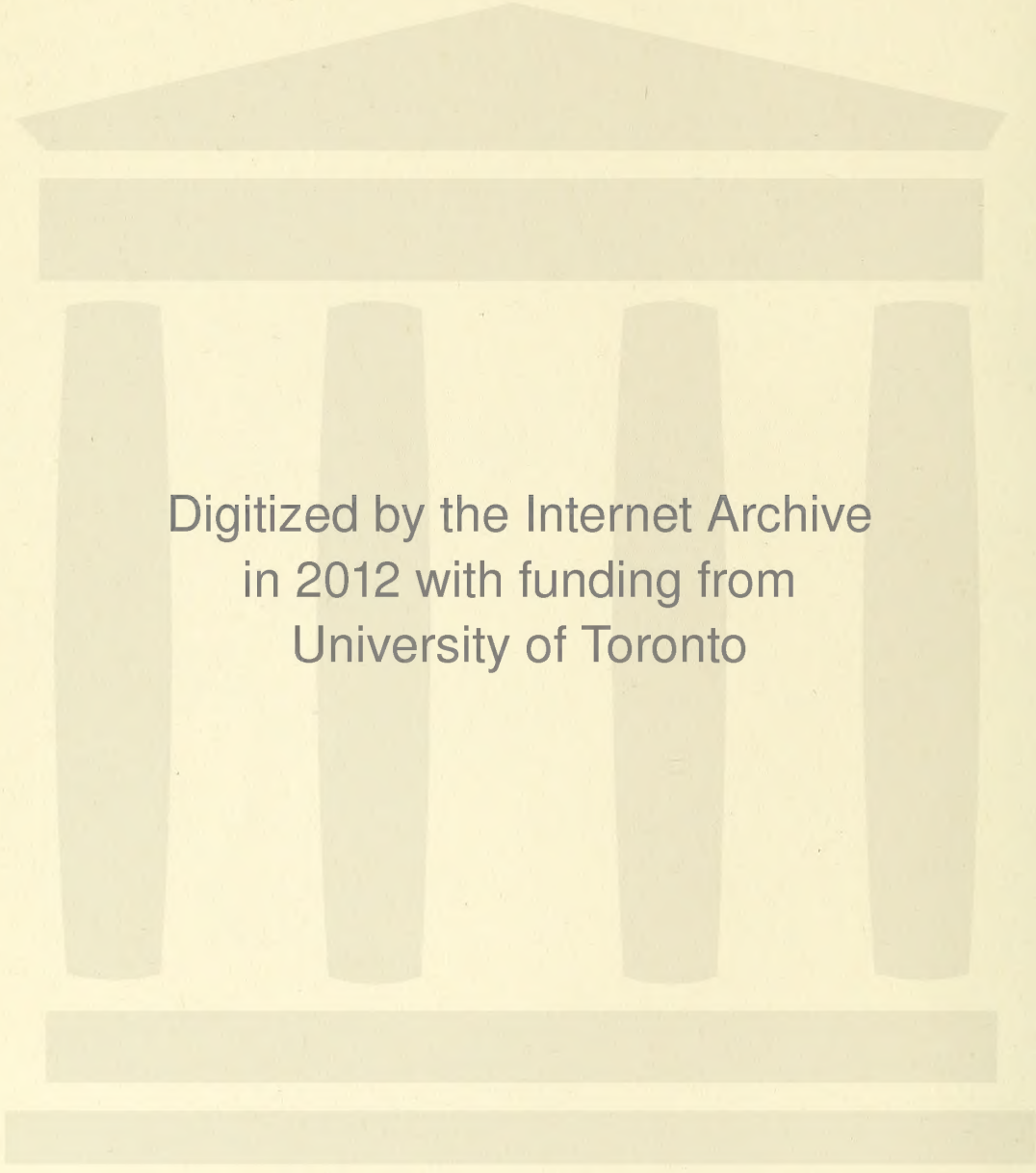


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January
ISSUE

Volume 31, Number 1

Toronto, Canada, 1922

THE CANADIAN PRINTER & PUBLISHER



THE MACLEAN PUBLISHING CO. LIMITED
TORONTO - MONTREAL - WINNIPEG

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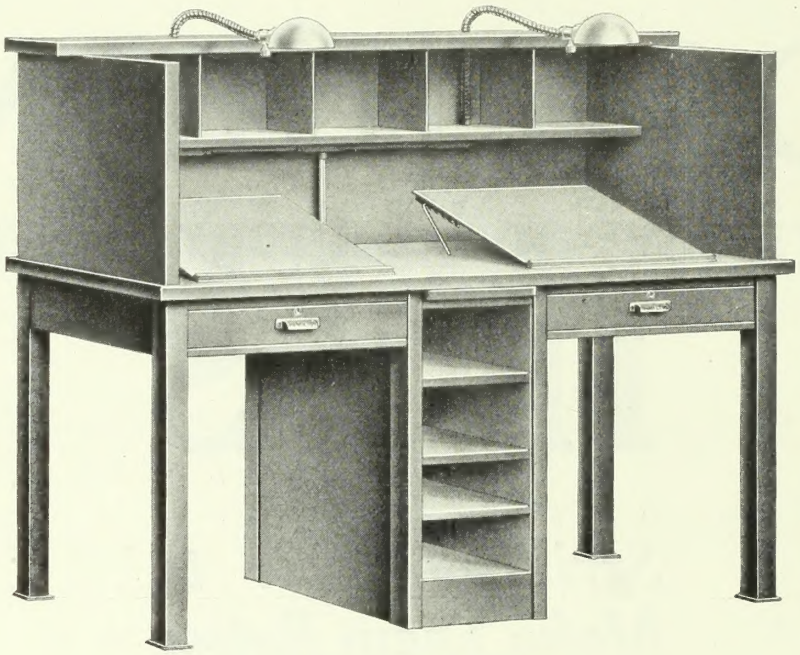
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The "Know How"

In the design and manufacture of equipment for so exacting an individual as the modern printer is a "something" that can only be acquired by a *real knowledge* of his actual requirements. Almost a half century of continuous application to this line justifies the assertion that *we* possess that knowledge to a marked degree.



Steel—No. 829 Wood—5255-A

Don't increase the opportunity for errors by compelling *your* proofreader to work under obsolete conditions. Adopt the modern plan—make it *easy* for him to do his work *right*. Our Desks provide what is practically the equivalent of a private office with all necessary equipment at one's fingers' ends, thus making for speed and accuracy at all times.

DETAILS:

Two adjustable writing beds (size 19x18 in.) on flat working surface.
Five bins at top, size 8½x7¾x11¾ in.
Two large drawers (size 20½x20x2½ in.) as shown, with different style lock on each.
Center pedestal with sliding shelf at top; two compartments size 11¼x6x24 in., and two of size 11¼x4⅝x24 in.
Electric lights with flexible conduits permitting any desired adjustment.
Overall dimensions: Length, 63½ in.; height, 50½ in.; depth, 27 in. Height to writing beds, 30 in.
Finish: steel, olive green; wood, antique gloss.
Total floor space required, 63½x27 in.

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Hamilton Goods are For Sale by All Prominent Type Founders and Dealers Everywhere

THE DIFFERENCE BETWEEN



A Letter



and a

Sales Letter

There is all the difference in the world between an ordinary letter and a sales letter. In an ordinary letter certain things at certain times may be overlooked with no disastrous consequences. In the sales letter—the letter designed to produce business—nothing must be overlooked.

The alert executive is as particular about the quality of his printing paper as he is of the message he puts on it. He knows that a letter which reflects quality and personality escapes the waste basket and is read! For this reason he invariably insists that his sales messages be printed on

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Britannia Bond is a scientifically developed paper of extraordinary printing quality. It provides a means of turning out the highest class of work at a reasonable cost. For the particular customer not well acquainted with printing papers you can do no better than suggest Britannia Bond. If you haven't samples write for a supply at once.

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The printer requiring Bond Papers, Ledger Papers, Loose Leaf Binders and Binder Accessories of all kinds will find complete satisfaction in the quality of our products. Write us for detailed information.

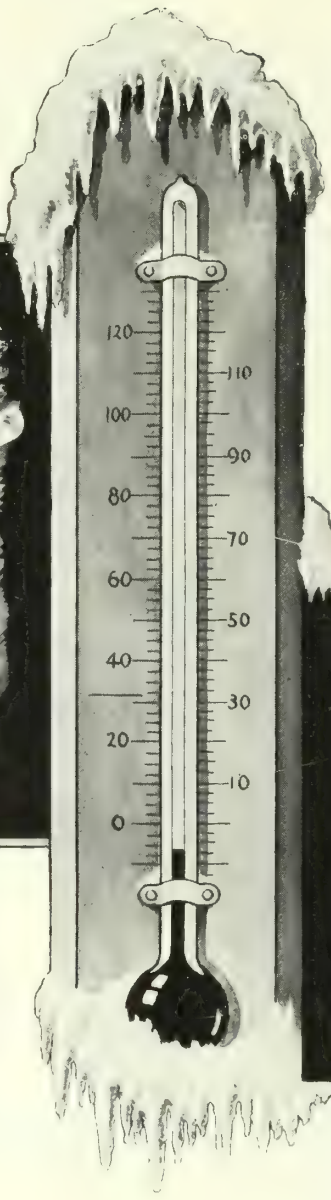
W. V. Dawson
LIMITED

MONTREAL Ottawa Toronto Quebec

Every Printer Knows UPM

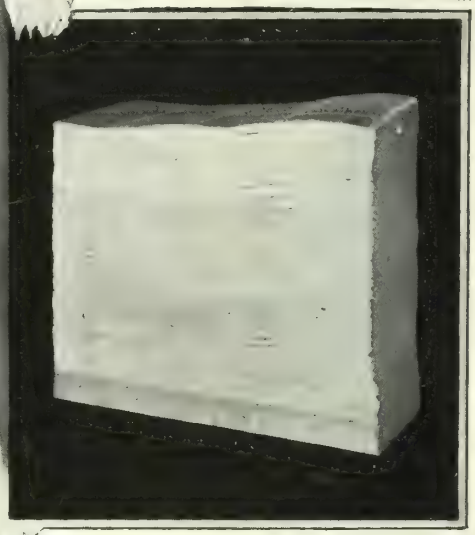
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The Chapman Electric Neutralizer

makes presses deliver paper like this.



Cold weather means the heart-breaking troubles caused by static electricity. We guarantee 100% relief with the Chapman Electric Neutralizer.

The only known means by which static electricity is entirely eliminated, regardless of climate, season or temperature.

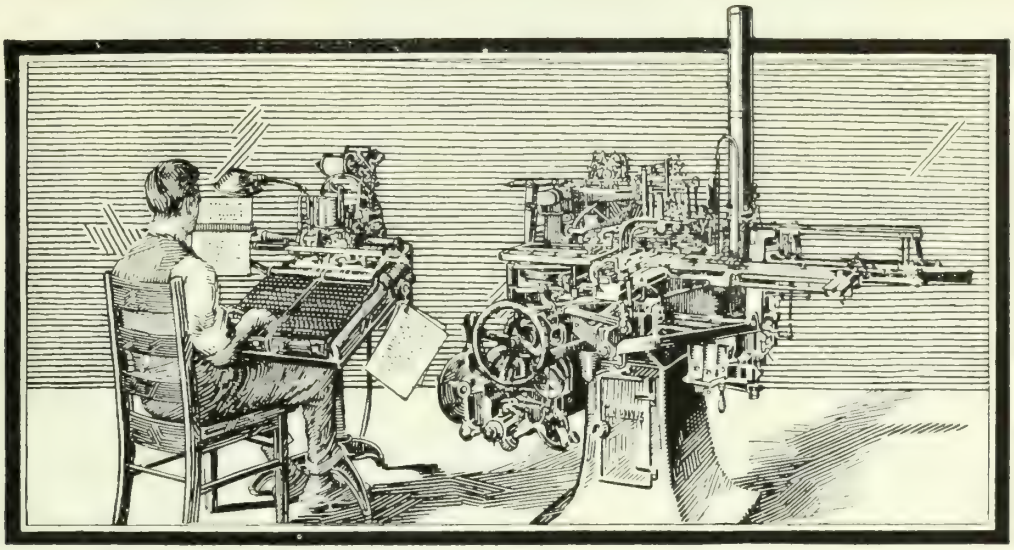
More than 7000 presses equipped. Let us give you the names of some of the users.

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It means the achievement of the seemingly impossible in composing-room management. It brings to the printer machine composition without the sacrifice of hand quality.

Furthermore, because of its world-wide reputation for producing the best in printing, the mere possession of Monotype equipment is a great selling asset to its owner.

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Conducted by the

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(Inclusive)

(The Exposition is not a money-making plan, but part of the educational work of the International Association of Printing House Craftsmen, by which they acquaint the whole printing and allied trades with the newest and best in equipments, materials and methods.)

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with Alternating Current Electricity
For Printing Presses and Other Printing Machines

KIMBLE MOTORS

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Printing Press Motor

that offered the printer on an alternating current circuit the same flexible control of press speed that his brother printers secured from direct current motors.

And for more than sixteen years **Kimble Motors** have been "standard equipment" in the printing crafts.

Get Ready for a Big Year

Line up now for a prosperous 1922. **It's coming!** Industry and trade are responding to a new impetus; and the demands upon your shop will be such that you will **need** the increased press output that Kimble Motors alone can give.

Send for our Bulletin.

KIMBLE ELECTRIC CO.

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GREAT WEST ELECTRIC CO., LTD., 57 Albert Street, Winnipeg, Man., for all points west of Port Arthur and Fort William.

MASCO COMPANY, LTD., 76 Richmond St. E., Toronto, Canada, for all points east of Port Arthur and Fort William.

"We consider the Hoe Superspeed Press, with Solid Cylinders, Roller Bearings and the Spray Fountains, to be the most perfect piece of Printing Machinery ever Manufactured"

TELEPHONE SUTTER 1000

San Francisco Chronicle
M. H. de YOUNG

SAN FRANCISCO, CAL

Oct. 20, 1921

Messrs. R. Hoe & Company,
520 Grand Street,
New York City.

Gentlemen:

Replying to your inquiry of recent date as to how the ink pumps are working on our new Super-speed press, we would say that this press has now been running two years. We have run as high as 42,000 per hour, and the ink pumps worked just as well at the high speed as they did at slower speeds. We consider the ink pump the greatest improvement made on printing presses since the high speed folder. They are absolutely fool-proof, and we have not, during the two years they have been running, had occasion to take one of them apart.

We consider the Hoe Super-speed press, with solid cylinders, roller bearings, and the spray fountains, to be the most perfect piece of printing machinery ever manufactured.

Yours very truly,

CHRONICLE PUBLISHING COMPANY
M. H. de YOUNG

Mark Wayman

MECHANICAL SUPERINTENDENT.

Approved
M. H. de Young

The ability to print and fold Newspapers of 32-pages at the rate of *72,000 an hour*, with a corresponding net output, which the Hoe Superspeed Octuple Press, equipped with the *Hoe Patented Automatic Ink Pump Distribution* is doing in this office and elsewhere, means a great deal to progressive Publishers in these times of high wages and consequent necessity for the greatest possible output from their presses.

What is the Output of Your Machines?

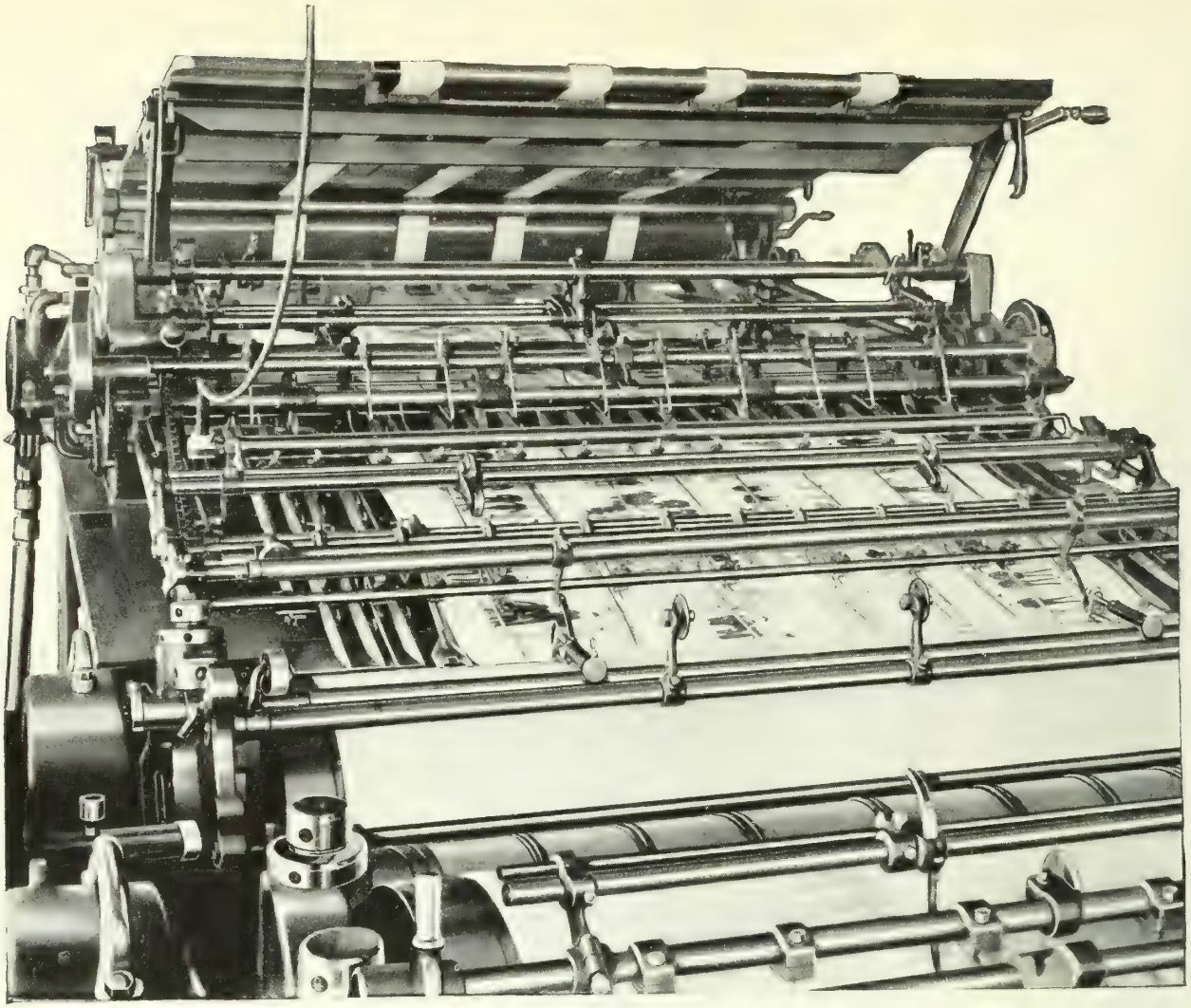
R. HOE & CO.

504-520 GRAND STREET, NEW YORK CITY

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CHICAGO, ILL.

109-112 Borough Road,
LONDON, S. E. 1, ENG.

7 Water Street
BOSTON, MASS.



Cross Fed vs. Hand Fed Cylinders

in 38 different plants

433 Extra Sheets per Hour is the average increase shown from comparative records recently received from 38 plants operating both Cross fed and hand fed cylinders. Evidence such as this is the reason why so many progressive printers have equipped all their presses with automatic feeders.

433 extra sheets per hour is such a large dollars and cents factor that any printer who is still hand feeding his cylinder presses is working under a serious handicap. The great difference in output means that hand feeding is obsolete.

Write for fuller information and list of users of Cross Continuous Feeders in your territory.

DEXTER FOLDER COMPANY, 28 West 23rd St., New York

Folders, Cross Continuous Feeders, Dexter Pile Feeders, Automatic Clamp Cutters, Kast Stitcher Feeders and Wire-Stitching Folders

CHICAGO PHILADELPHIA BOSTON CLEVELAND DALLAS ATLANTA SAN FRANCISCO

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WE ARE pleased to announce that we have secured the services of Sinclair, Valentine & Hoops, Ltd., Toronto, Montreal and Winnipeg to act as our Sole Canadian representatives for "Reducol Compound," this well known pressroom necessity, formerly sold by Manton Brothers.

Sinclair, Valentine & Hoops, Ltd., assure present users their best attention in serving them, as they will always keep a large stock of "Reducol" at Toronto, Montreal and Winnipeg.

To those who do not know the merits of "Reducol" we say, "There's a pleasure and surprise in store for you."

For 19 years it has been acknowledged by leading printers, lithographers, box and bag manufacturers to be in a class by itself.

INDIANA CHEMICAL & MFG. CO.

INDIANAPOLIS NEW YORK CHICAGO

Canadian Representatives

Sinclair, Valentine & Hoops, Ltd.

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Manufacturer of

DRY COLORS VARNISHES
CARBON BLACK

Lithographic
Typographic and
Rotogravure

PRINTING INKS



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CANADA

Huber's Colors in use since 1780

Clearer Impressions, Minimum Make-Ready, Obtained With

Cromwell Tympan Papers

Cromwell
Travelling,
Shifting,
Special Prepared
Tympan
Papers

Trade 

Mark

Our Tympan gives more impressions without replacing.
Is Moisture Proof
Never Rots
Needs no Oiling
Gives Draw Sheets that are always tight on your press.

DON'T confuse ***Cromwell Tympan Paper*** with the ordinary oiled surface sheets, as our product is a special made top sheet, usually termed a "Tympan Sheet." Furnished in rolls or sheets in any size. For economy on your press and perfection of work, adopt ***Cromwell Tympan Papers.*** Samples sent on application.

Our Tympan Papers can be had in Canada through

Smith, Davidson & Wright, Limited
Vancouver, B.C.

Wilson-Munroe Co., Limited
Toronto

The John Martin Paper Company
Head Office: Winnipeg, Manitoba
Also Calgary and Edmonton

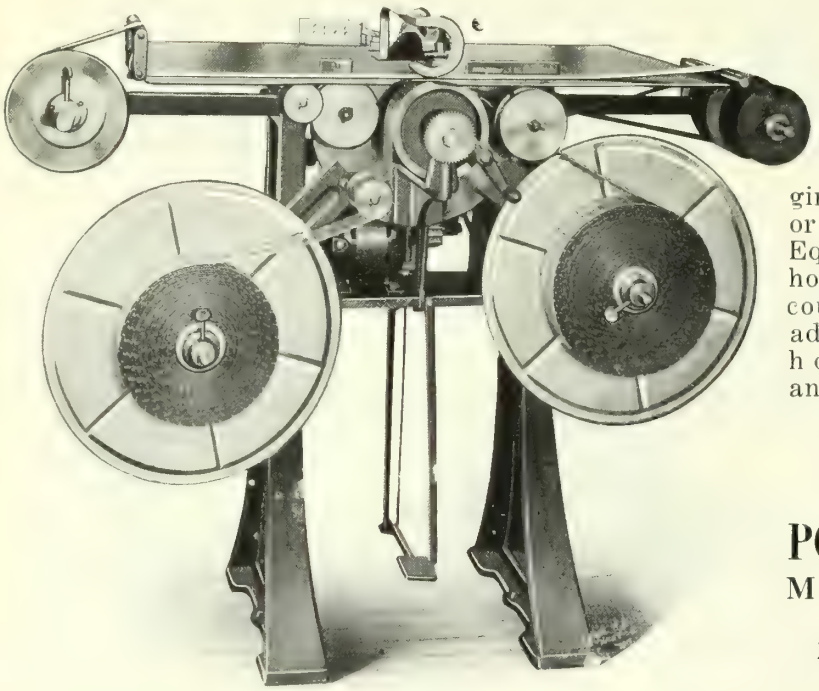
The Federal Paper Company,
Montreal, Que.

Manufactured exclusively by

The Cromwell Paper Company

Mill and Main Office, Jasper Place, Chicago, U.S.A.
Department P.P.C.

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Style H—motor-driven Addresser prints addresses for mailer strip on paper in rolls, office proof for reference, newspapers and publications directly on margin, cut wrappers, envelopes or anything to be addressed. Equipped with one-sixth horsepower motor and counter. Capacity 10,000 addresses on mailer strip per hour; 3,000 addresses on anything hand fed.

It will pay you to get our literature.

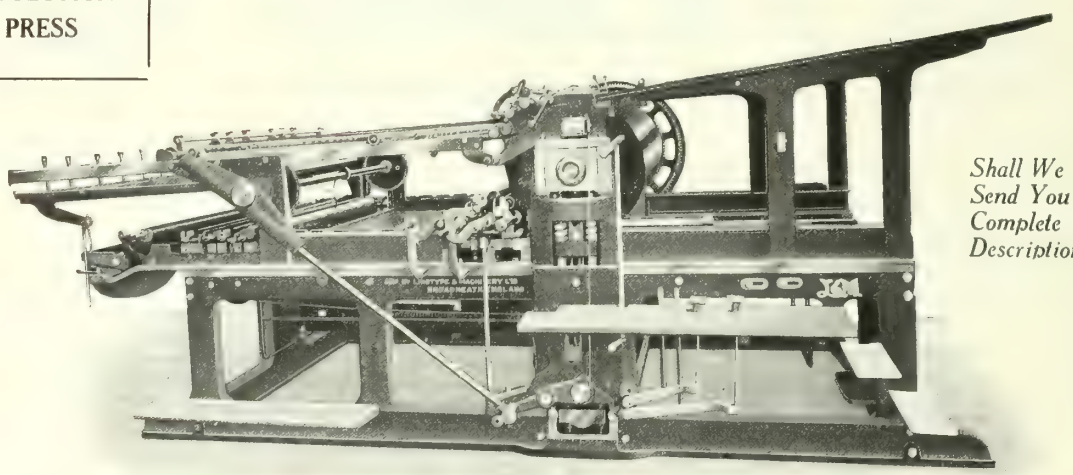
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Manufacturing Co.

220-230 West 19th Street
New York, N. Y.

L&M
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A SUPERIOR ALROUND PRESS

The TWO-REVOLUTION PRESS is producing the highest grade of half-tone and colour printing, as well as the finest book, jobbing and general magazine work. It is correctly designed and is built of perfect material by skilled engineers. It possesses many advanced features and is built in six sizes.



Shall We Send You a Complete Description?

LINOTYPE & MACHINERY LIMITED

c\o Canadian Linotype Limited
119 ADELAIDE STREET, W., TORONTO



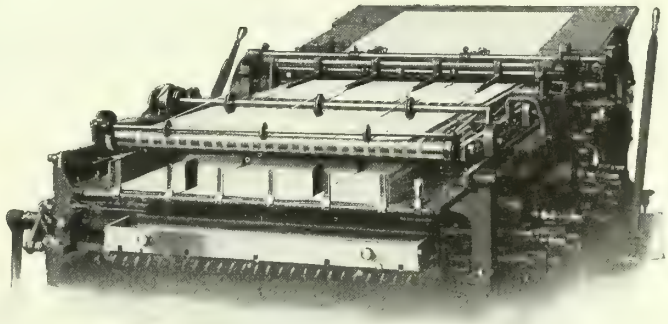
What a printing press will do and what it costs to do it are, and always have been, the tests of its real worth

Do you Mr. Printer appreciate the worth of the Universal Equipment Babcock and its Automatic Printed-side-up Delivery, when figuring the hour cost of cylinder press work?

"Our best Advertisements are not printed; They Print"

THE BABCOCK PRINTING PRESS MANUFACTURING COMPANY

MAIN OFFICE AND FACTORY: NEW LONDON, CONN.
NEW YORK OFFICE: 38 PARK ROW
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BABCOCK

Stationery and Engraving

THE DAY has arrived when every Stationer must be prepared and equipped to exhibit his STATIONERY HANDSOMELY ENGRAVED.

And to show his ENGRAVING upon FINE STATIONERY.

The two are closely bound together.

A reputation for fine engraving helps to sell his stationery.

And vice-versa.

It is the worst kind of salesmanship to spoil a fine sheet of paper by poor, low quality engraving.

We will send, free of charge, to any Stationer A SET OF SIX HANDSOMELY ENGRAVED WEDDINGS, each a different style of beautifully engraved shaded lettering.

And a set of four copper plate style sheets for your Stationery Counter or Salesman.

They show 64 different styles of lettering.

They are PRINTED FROM COPPER PLATES UPON THE FAMOUS WHITING'S WEDDING STOCK and will be an advertisement to your Stationery Department.

Write at once, and be sure and give us the name and address of your engraver, and we will send him duplicates so that you may order from him by style number.

ENGRAVERS MACHINERY COMPANY

OF CANADA, LIMITED

Coronation Building, MONTREAL

A. W. PENROSE AND CO., LTD.
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Sale Agents for Great Britain, France and the Orient

ARTHUR HEATH AND COMPANY
91 Queen Victoria Street, London, E.C. 4, England
Sale Agents for Australia and New Zealand

G. TERKELSEN
Bergen, Norway
Sale Agent for Scandinavia

MORE THAN A PRICE LIST

Only a very small proportion of the work done in the average printing plant may properly be priced by reference to a "price list"; because *a correct knowledge of production costs* is absolutely essential, in nearly every case, to the quotation of a just price.

Fortunately, there is available at Printing Headquarters—the United Typothetae of America—a book which contains the record of average production, accurately compiled from data furnished by thousands of representative plants all over North America. This book is *the Typothetae Standard Guide.*

To be sure, the Standard Guide also contains selling schedules covering those items which may properly be priced from such schedules. But its unique value to the trade lies in its accurate production records, which are of course available from no other source.

Use of the Standard Guide eliminates guesswork in pricing; makes easier the *accurate* figuring of prices; affords a check on the time shown on cost summaries; and, necessarily, increases in marked degree the efficiency of the plant in which it is continuously and properly used.

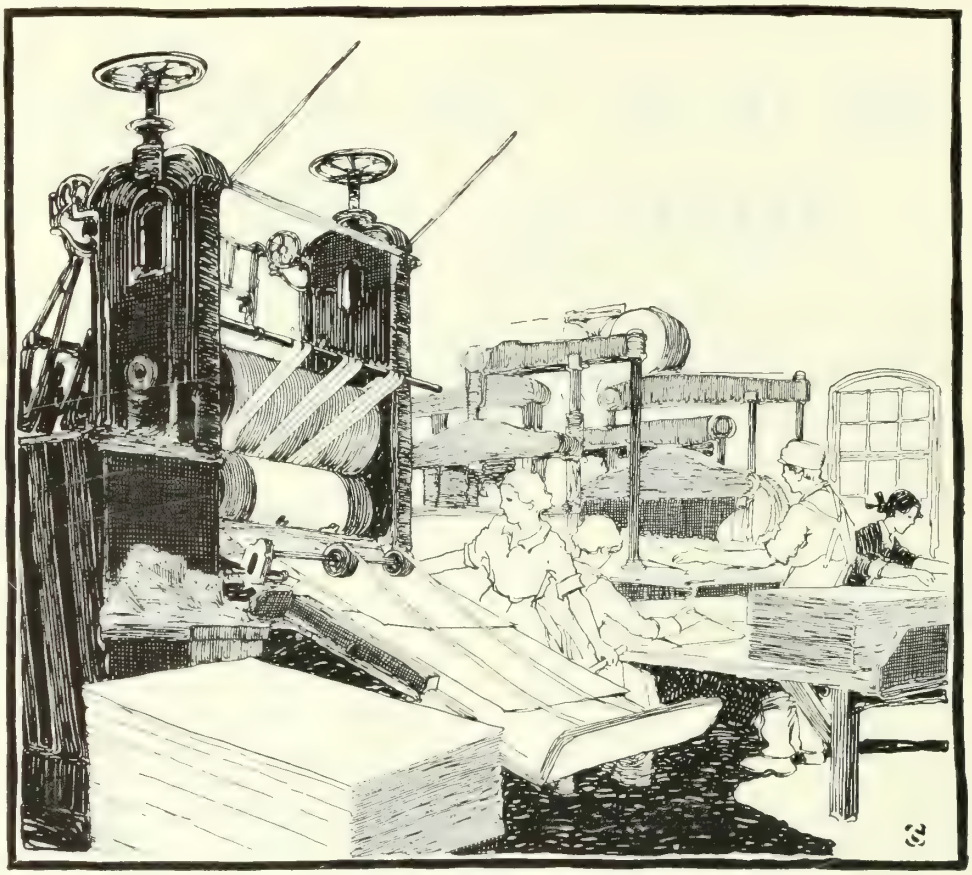
The Typothetae Standard Guide will be furnished to any printer at the nominal price of **$20**

Semi-monthly Revision Service, which keeps the Standard Guide always up to date, is furnished at $10 a year—$30 in all for the first year, and each year thereafter only **$10**

In ordering, or for further information, address

United Typothetae of America

608 S. Dearborn St. **Chicago, Illinois**



The machine to the left is a "calendar." On the right is a "plater."

No. 10 of a Series

"From Rags to Writing Paper"

The Calendars and Platers. The surface is then given an extra finish or "ironing" by means of pressure by hot steel rollers or plates of metal—the inclusion of sheets of linen gives the linen finish.

Write for Brochure of manufacturing illustrations—"From Rags to Writing Paper"—sent on request.

The Rolland Paper Company Limited

MONTREAL

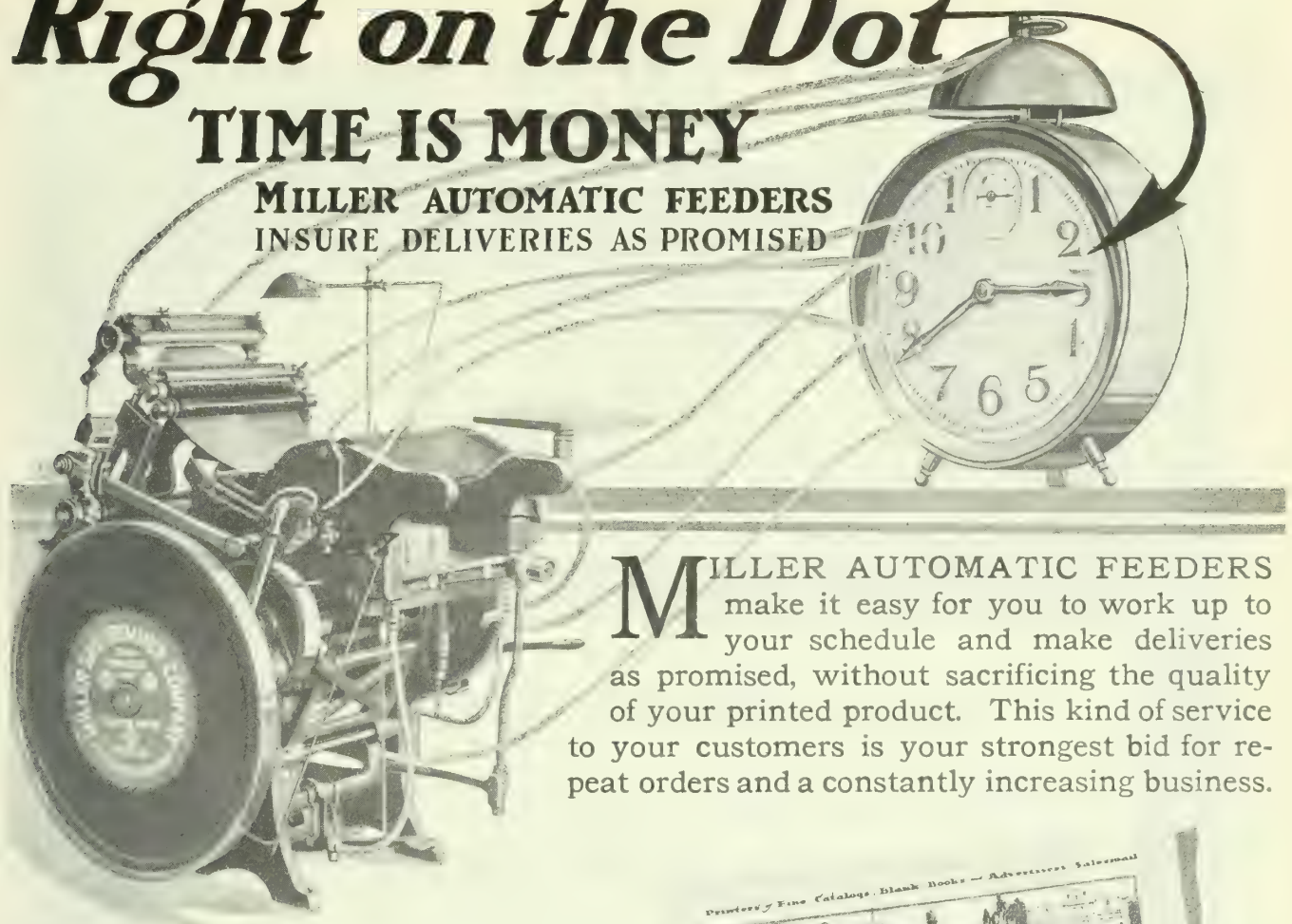
MILLS AT ST. JEROME, P.Q.
AND MONT ROLLAND, P.Q.

Makers since 1882 of Superfine Linen Record and other High Grade Papers

Right on the Dot

TIME IS MONEY

MILLER AUTOMATIC FEEDERS INSURE DELIVERIES AS PROMISED

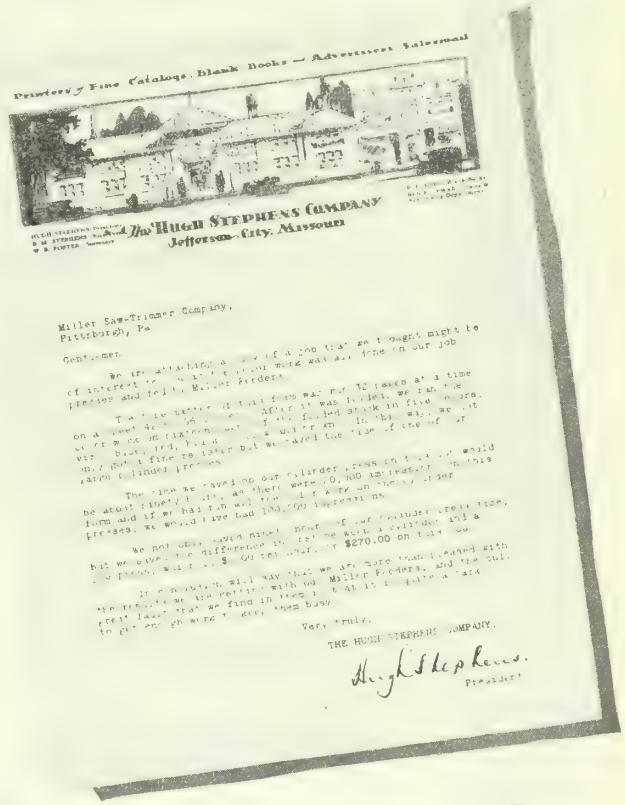


MILLER AUTOMATIC FEEDERS make it easy for you to work up to your schedule and make deliveries as promised, without sacrificing the quality of your printed product. This kind of service to your customers is your strongest bid for repeat orders and a constantly increasing business.

HANDICAPPED by hand feeding, it is physically impossible for you to even approach the high production and quality standards established by the tireless energy and mechanical accuracy of MILLER FEEDERS. It is also impossible to profitably compete with your MILLER-EQUIPPED neighbor, who by eliminating the costly human element of hand feeding, materially reduces his labor cost.

The letter here reproduced, from The Hugh Stephens Company, Jefferson City, Missouri, is typical of how more and more of the live, progressive printers are coming to realize the advantages of MILLER FEEDERS, not only on the regular run of platen press printing, but also on what has heretofore been classed as *Cylinder Press Work*.

Drop us a line to-day on your letter head, requesting our New Miller Feeder Catalog together with particulars regarding our liberal selling terms.


Printers of Fine Catalogs, Blank Books — Advertisers' Salesmen

The Hugh Stephens Company
Jefferson City, Missouri

Miller Saw-Trimmer Company,
Pittsburgh, Pa

Gentlemen:

Yours truly,

THE HUGH STEPHENS COMPANY.

Hugh Stephens.
President.

MILLER SAW-TRIMMER CO.

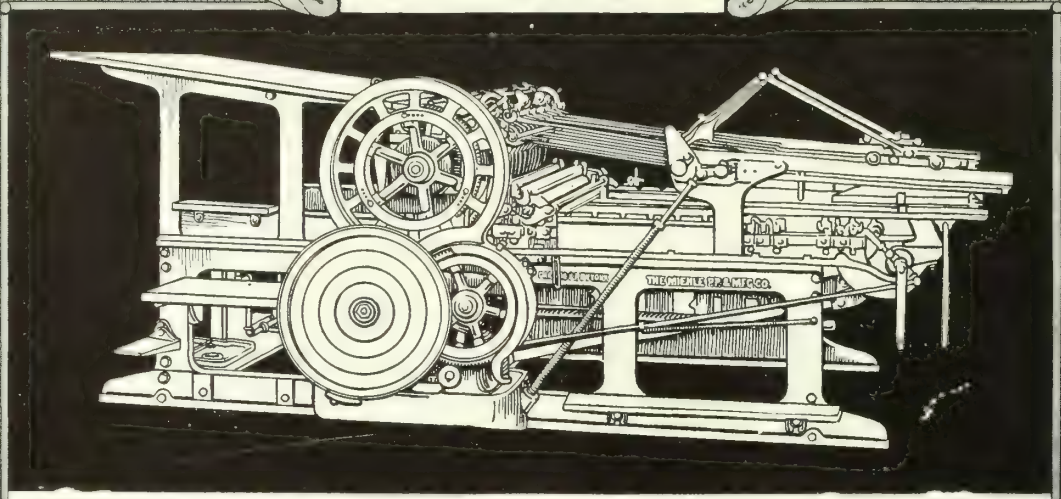
PITTSBURGH, U. S. A.

BRANCHES

ATLANTA BOSTON CHICAGO DALLAS NEW YORK PHILADELPHIA SAN FRANCISCO

MILLER & RICHARD, Toronto—Winnipeg, Canadian Sales Agents Except in Province of B. C.

The Miehle



Investment Quality

THE important quality of any investment is permanency, both of income and principal.

In some cases, owing to especially favorable circumstances, perfectly sound investments yield an unusually large revenue.

This is the case of the Miehle: test it by comparing Miehle re-sale prices with original costs.

There is no quality of speculation in the purchase of a Miehle.

Distributors for Canada

Toronto Type Foundry Company
LIMITED
120 Wellington St. W., Toronto, Canada
Branches: Montreal, Winnipeg, Regina.

YOU NEVER HEARD OF A MIEHLE BEING SCRAPPED

THE CANADIAN
PRINTER & PUBLISHER
DEVOTED TO THE INTERESTS OF THE
PRINTERS AND PUBLISHERS OF CANADA

Volume XXXI. TORONTO, JANUARY, 1922 Number 1

Bruce Price List Commended

Figures Demonstrated to be Eminently Fair—Need for Knowledge of Job Printing Costs Set Forth

By FREDERICK B. ELLIOTT
Chairman of C. W. N. A. Committee on Commercial Printing

FOR some years the newspaper publishers of Bruce County have had a reputation among the weekly paper publishers of other parts of Ontario of being a little more progressive than other groups of the fraternity. It is now to be admitted that the Bruce publishers have confirmed this impression. They are the first in the province to issue a price list which takes into account in its preparation such items as overhead, salary, non-productive time and adequate returns for capital invested. Taken as a whole the foregoing assertion may be applied to the Bruce Price List which I have just examined carefully in every item. Bruce publishers are t be congratulated on the courage, which in the end is nothing more than common sense, they have shown in deciding that they must have adequate returns for capital and effort if they are to continue profitably in business and satisfactorily serve their several constituencies.

The new Bruce Price List is, I understand, the outcome of a conference of the publishers from some nine counties held in Palmerston last summer. This conference was the result of some genuine alarm being felt for the future of their businesses by a few publishers who realized that they were not getting sufficient remuneration for their efforts, to say nothing of any return on the capital invested. As an illustration of the disparity in prices for printing existing about that time a little incident told me by a traveller who vouches for its accuracy serves the purpose well. At a certain Ontario junction point two publishers were sitting in the station house waiting for a train. From another train alighted a third weekly publisher from another district. The three fraternized till their train arrived and on into Toronto. The conversation naturally turned to shop when one of the original two mentioned the satisfaction he derived from getting $12.50 for half sheet sale bills. The newcomer opened his eyes in amazement and was dumbfounded. When he recovered his self-possession a little he gasped: "Twelve dollars and-a-half, why, we only get $2.50 for that job." He looked it, too, the others say.

Lack of Knowledge of Costs, the Fault

This disparity in prices is one thing while the fairness of the figures quoted in the Bruce Price List is another and more important matter. Pointing out vast differences in figures will avail very little if the reason for these differences cannot be clearly stated. I have become convinced that there is just one cause for all the discussion about what should or should not constitute a fair price for a given piece of printing. It is a lack of knowledge of costs. If each of ten men knew his costs of production accurately, where would be the ground for any contention? I have gone into the matter of cost finding with enough printers to convince me that costs of production in the country districts of Ontario do not differ to any appreciable extent. If all knew their costs and all could present them with accuracy the discussion would centre not on the price to be charged, for that would be determined by adding a uniform profit to the expense incurred in production and adding the overhead, but on how the low man keeps his costs down to such small sums. The relation to all this to the Bruce Price List is that the Bruce Price List figures are eminently fair, which I am going to demonstrate before I conclude.

A knowledge of costs of production is the very first and absolute essential in preparing a price list and the Bruce printers seem to have gone to the very bottom when they started to figure. Wages have climbed to such a height that they constitute a very important item in producing printed matter. And in figuring wages the non-productive time must not be overlooked if serious loss is to be averted. It is unnecessary to go into the details of a workman's daily routine to show accurately that one-third of his time is non-productive; this is now a generally accepted fact, every employing printer recognizing that he cannot charge the customer for such items as distribution. Taking a nine hour day as a basis, a man drawing $30 a week would be getting 55 cents an hour which with the non-productive third added would make his bare cost to his employer 75 cents an hour. Similarly, a man getting $25 a week would cost his employer 47c plus one third, or 63 cents an hour, and one earning $20 would cost 50 cents an hour.

Overhead Charges Neglected

The other item, and the most important one, though the most neglected and the least understood one is overhead charges. There has been evinced lately a genuine desire on the part of some printers to thoroughly understand the matter of overhead. And when it is minutely explained some of them will argue that the basis is wrong, most of these dissenters refusing to include an item for salary in the overhead budget. I have always contended, and I am sure of my ground now since I see Mr. R. T. Porte thinking likewise, that the proprietor of a country newspaper and printing plant is entitled to a salary equal to that paid the principal of the high school or the town engineer and when compiling figures for anyone I always put this salary down at $2,400 a year. When, however, its effect on the overhead is discovered there is a kick. Printers have so long, for so many generations, figured on a basis of how cheap without losing money that they still persist in making the price as low as possible, even though the order be from the managing director of the local industry who has every cent of his overhead absorbed in production costs and

BRUCE PRICE LIST

Put into Effect November 15, 1921; by Bruce County Press Association

LETTERHEADS

250	$4.75
500	6.00
1000	8.75
Extra thousand	5.00

For two colors add $4 per Thousand. For Extra Expensive Stock add to these prices proportionately.

BILLHEADS

No. 5—5 inch

8 to page 250	$4.00
500	5.00
—1000	7.00
Extra Thousand	3.50

No. 7—7 inch

Quarter Cap 250	$4.50
500	5.75
—1000	7.75
Extra Thousand	4.25

No. 11—11 inch

4 to page 250	$5.00
500	6.50
1000	9.25
Extra Thousand	5.00

No. 14—14 inch

Half Cap 250	$5.25
— 500	7.00
—1000	11.25
Extra Thousand	6.00
100 of any of above	$3.50 to $4.25

NOTE, MEMO HEADS AND STATEMENTS

250	$3.75
500	4.75
1000	6.50
Extra Thousand	3.50

ENVELOPES

	250	500	1000	Extra 1000
No.	$2.50	$3.75	$6.00	$4.50

TICKETS

Concert Tickets with Coupons—100, $2.50; each additional 100, 50c.

Tickets without coupons—100, $2.25; each additional 100, 25c.

GOVERNMENT POSTCARDS

(Printing Only)

100	$2.50
Each Additional 100	.25

PRIVATE POSTCARDS

100 printed on two sides	$ 5.50
500	7.00
1000	10.25

WINDOW CARDS

11 x 14—1, $1.75; 25, $3.50; 50, $4.50; 100, $6.00.

Extra color, $2.50 additional.

14 x 22—1, $2.25; 25, $5.50; 50, $7.00; 100, $10.25.

22 x 28—1, $2.50; 12, $5.50; 25, $7.75; 50 $11.00.

NOTE AND LETTER CIRCULARS

Note 8x6—100, $3.25; 250, $4.50; 500, $5.75; 1000, $7.75.

Letter—100, $5.50; 250, $7.00; 500, $8.50; 1000, $11.50.

Add $2.50 to these prices for two colors. With blank fly leaf add 30 per cent.

HALF CAP CIRCULARS AND FORMS

100, $6.25; 250, $8.00; 500, $9.50; 1000, $11.75.

DODGERS

4½ x 6 ins. (32nd sheet)—100, $2.25; 250, $2.50; 500, $300; 1000, $4.25; additional 1000, $2.50.

6 x 9 (16th sheet)—100, $3.00; 250, $3.50; 500, $4.25; 1000, $5.75. Extra 1000, $3.00.

6 x 12 (12th sheet)—100, $4.25; 250, $5.00; 500, $6.00; 1000, $8.00. Extra 1000, $3.50.

9 x 12 (8th sheet)—50, $3.75; 100, $4.25; 250, $5.00; 500, $6.25; 1000, $8.50. Extra 1000, $4.50.

OPEN DISPLAY POSTERS

Quarter sheet, 12 x 18—25, $4.75; 50, $5.25; 100, $5.75. Additional 100, $1.50.

Third sheet 12 x 24—25, $6.50; 50, $7.00; 100, $8.25. Additional 100, $2.

Half sheet, 18 x 24—25, $7.75; 50, $8.50; 75, $9.25; 100, $9.75. Each additional 100, $2.25.

Whole sheet, 24 x 36—25, $8.75; 50, $9.75; 100, $11.75. Additional 100, $3.75.

For heavy composition, add to these prices. For extra color add 50 per cent.

AUCTION SALE BILLS

With List of Farm Stock, Implements, etc.

Quarter sheets, 12 x 18—25, $7.00; 50, $7.75; 100, $8.75.

Third sheet, 12 x 24—25, $8.50; 50, $9.25; 100, $10.50.

Half sheet, 18 x 24—25, $9.75; 50, $10.75; 100, $12.00.

Whole sheet, 24 x 36—25, $13.75; 50, $14.75; 100, $16.50.

ADVERTISING FARM AUCTION SALES

10 cents per line for first insertion; 5 cents per line for subsequent insertion.

MERCANTILE POSTERS

Quarter sheet, 12 x 18—250, $12.50; 500, $16.50; 1000, $22.00. Extra 1000, $7.00.

Half sheet, 18 x 24—50, $12.50; 100, $13.75; 200, $15.75; 500, $21.75; 1000, $28.00. Extra 1000, $9.00.

PRINTING BILLS OFF ADVTS.

Eighth sheet, 9 x 12—500, $3.75; 1000, $6.25.

Quarter sheet, 12 x 18—500, $5.00; 1000, $8.50

Each additional 100, $1.00.

NOTE—The printing of bills off an advt. does not entitle the customer to any reduction in the price of his advertising.

INVITATION CARDS

(Envelopes included)

3½ x 4½

Printed on one side—25, $3.75; 50, $4.50; 100, $5.75. Extra 100, $2.75.

Printed on both sides—25, $5.25; 50, $6.25; 100, $7.50. Extra 100, $3.25.

VISITING CARDS

50, $1.50; 100, $2.00.

Black bordered, 50 per cent extra.

All prices subject to change

MEMORIAL CARDS

12, $3.00; 15, $3.50; 25, $4.00; 50, $5.25; 75, $7.25; 100, $8.75.

WEDDING INVITATIONS

15, $4.50; 25, $5.25; 50, $7.00; 75, $8.75; 100, $10.50.

For extra expensive stock add proportionately.

BUTTER WRAPPERS

500 with maker's name, $4.25; 1000, $6.50; "Dairy Butter," 65c per 100 sheets. Plain, 40c per 100, $1.75 ream.

SHIPPING TAGS

On basis of No. 5 Tag

500, $3.75; 1000, $5.50. Additional 1000, $3.75. Other sizes in proportion.

ROUTE CARDS

14 x 22—25, $10.50; 50, $12.25; 100, $14.75. Additional 100, $4.25.

Folders, 7 x 7½—50, $7.50; 100, $8.50. Additional 100, $1.75.

For extra heavy or tabulated pedigree charge $10 up.

RECEIPTS AND ORDER BOOKS

	250	500	1000	Extra 1000
3¼ x 8½	$5.00	$6.00	$8.00	$4.00
3¼ x 11	6.00	7.00	9.00	4.25

BALLOTS

3 Names or less, 300 ballots $6.50

Each additional 100 ..... .75

Also add 50c per each additional name.

PRIZE LISTS

$2.50 per page for 200 copies, and 25c per page additional for each extra 100 copies.

FINANCIAL STATEMENTS AND AUDITOR'S REPORTS

Size of page 5½ x 8½, type 24 ems by 40 ems. 200 copies, $2.50 per page. For each additional 100 add 25c per page. Cover to count as four pages.

VOTERS' LISTS

On basis of an average of 25 lines to a page, $2.75 per page for 200 copies. Where average is higher add to price proportionately. 300 copies $3.00 per page. Set without rules.

SMALL BOOKS, PAMPHLETS, LODGE CONSTITUTIONS, BYLAWS, ETC.

100 copies, 8 point solid, $2.25 per page, 20c per page additional for each 100 copies.

WORK LIST

Gordon press work, $2.00 per hour; hand composition, $2.50 per hour; linotype composition, $3.25 per hour; cylinder press work, $3.50 per hour.

ADVERTISING RATES

Legal advertising, 12c and 8c per line, agate measurement.

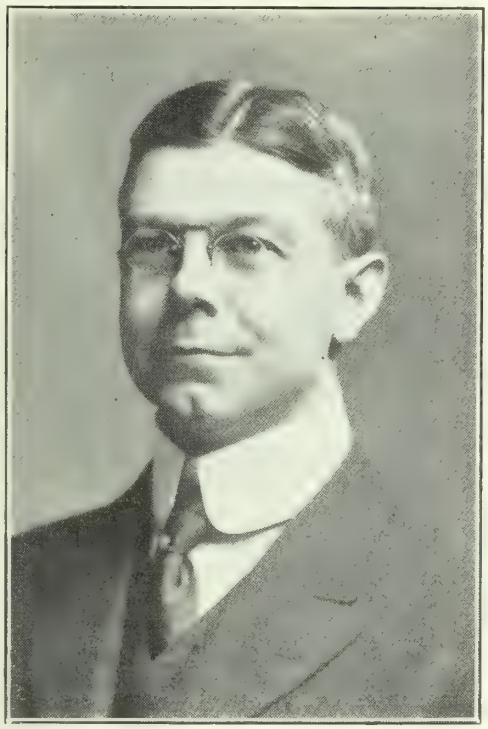
Locals, 15c per line.

Transient Display (1 to 4 weeks)

1 to 10 inches	50c an inch
11 to 20 inches	40c an inch
21 to 35 inches	35c an inch
36 to 50 inches	30c an inch
51 to 100 inches	25c an inch
101 inches and up	20c an inch

has not forgotten to include a salary for himself that has enabled him to buy and maintain that McLaughlin Master Six which he drives, or he may be one of the score named by the Farmer's Sun who drive Pierce-Arrows, Wintons or other foreign-made cars. Don't be afraid to allow yourself a liberal salary. Other business men do it. Why should the printer be a public philanthropist and "take the profits" as some of them say. Unfortunately the profits are usually inadequate and without the salary never give the printer the return to which he is justly entitled.

The value of the plant is a very large item in these days. Where a line casting machine is used $7,400 is the minimum



FREDERICK B. ELLIOTT

Publisher of Alliston Herald and Chairman of C. W. N. A. Committee on Commercial Printing.

investment; usually it is $9,000 and $10,000. The equipment will not last forever and will have to be replaced sooner or later, to do which a depreciation account should be kept. Ten per-cent. of $7,500 is $750 and interest at 7 per cent. is $525. Then add the depreciation on building and interest on the investment, or the yearly rental account as the case may be, together with the heat, power, light, insurance, express, freight, telephone, oil, rags, stationery, spoiled jobs, charity donations and the hundred and one other items, not forgetting to keep that $2,400 salary at the top of the column and the total will be around $4,000. I never saw an expense list yet go below $3,665. That was for a small shop in a small village where but one girl was employed. The average expense total for the average town business is from $4,500 to $5,000. Take it at $4,500 and distribute it over 305 days and then over nine hours for each day and an overhead charge of $1.65 an hour is revealed.

It makes no difference whether the overhead load is distributed over or among the various processes through which a piece of printing passes, as is done in operating the Standard Cost Finding System, or distributing it pro rata over the employes. The result will be approximately the same in both cases.

There is little effort necessary and only a short time is consumed in figuring out the hourly overhead charge once all the expenses for a given period are compiled. Then to divide the hour cost pro rata over a couple of employes or distribute it over more than two is a very easy matter. With an overhead of $1.65 per hour and two men receiving $25 and $15 per week the amount pro rata to be borne by each respectively would be $1.01 and 64 cents per hour.

The Bruce Price List

Now, let us examine the Bruce Price List figures. The first item is letterheads, the price for 500 being $6. In a bond such as Genoa, Maricopa or Cable this ruled stock costs $3.10 per thousand. Half a thousand costs $1.60. Put the $25 a week man at one of these letterhead orders and he may consume an hour in setting the type, locking the form and running the job, and again he may not. Watch him on every letter head for three months and it may be something of a surprise to learn that he averages more than an hour and a half. We will call it an hour and a half. The man's time at 63 cents an hour would be 95 cents and the cost of stock $1.60. These two items total $2.55. Add 40 per cent. profit and we have $3.57. This sum plus $1.52 overhead is $5.09. This is the very closest possible figuring and since men do not work at the very limit of their capacity and there are various little delays in every job the price in the Bruce list has been placed at $6 which is fair to the printer and the customer.

The price for concert tickets is eminently fair. For years printers have been imposed upon by buyers of these tickets with requests for a hundred red, a hundred blue and a hundred some other color. "And then you can just change your type and make those admission prices different, can't you?" they ask. Admission tickets have been done at an actual loss for years past. The Bruce list just exactly fits conditions of the present when all the delays and waste are taken into consideration,which of course should be done.

Window card prices are a delight to the printer, who has been confronted with the assertion that his neighbor will do one for 50 cents or 75 cents. Just imagine setting and locking up a few wood lines, putting it on the press, lifting the rollers on and off and printing three or four large cards to get one good one for 50 or 75 cents!

The half cap circulars are priced too low if anything. I had one of these not long ago that cost me $4.60 to produce without four hours of overhead which made the selling price about $14. Of course this was exceptional, but if the price for this line of work were made $12 for five hundred, I think a fairer average would be touched.

Takes Issue on Auction Sale Bills

The dodgers and posters are priced as fairly as they could be to strike an average to take care of all the posters that come into all the offices. But with the auction sale bill prices I do not agree. Fifty half sheets at $10.75 will not maintain the equipment necessary for these bills and give the proprietor adequate profits. Auction sale bills will often consume four hours in production for which $10.75 is not enough to take care of all items by from $2 to $3. If the price were made $12 it would be a pretty fair average, that is if Bruce bills are anything like the ones we get in Simcoe county.

That little note at the foot of the prices for Printing Bills off Advertisements is something every publisher should ponder carefully in his heart and if he has been guilty make a 1922 New Year resolution.

Invitation Cards, Memorial Cards, and Wedding Invitations are all priced so as to allow a legitimate margin of profit. Lower prices would simply mean that the printer was being deprived of that to which he is justly entitled. Route cards are not too high and sight should never be lost of the foot note under that item.

Pamphlet work, including financial statements, prize lists and voter's lists, is very fairly priced and no printer who knows his costs would care to accept an order for any of these at a figure less than that quoted.

It seems to me two omissions have been made from the Bruce Price List. One might cover those little program folders to fit into an envelope which every printer gets. These will sometimes consume three hours even when machine-set and should not be sold for less than $8.50 for two hundred. I know of printers who recently have printed them on cardboard for $3. The other item is cards such as are used for advertising or for soliciting purposes. They are known in every shop. Cutting thirty out of a 22x28 sheet five hundred will take seventeen sheets of

stock. The selling price for half a thousand should not be less than $5 or $4.75 at the very lowest.

Bruce List Commended

The more minutely this Bruce Price List is studied the more clearly does the wisdom of its makers stand out. They knew conditions and set their prices just at the level to meet them. They have not sought to mulct one cent from the customer, but to simply secure to themselves a fair profit and enable them to maintain modernly equipped establishments and employ efficient help at living wages. By adopting this schedule of prices printers of other counties will be doing real justice to themselves. A list like this widely used would eliminate such disparity in prices as the following which came under my notice recently. For 300 Treasurer's Statements I figured the price at $48; the enquirer tendered $40; the work was done for $16. For 200 Auditors' Reports I figured $48; the enquirer tendered $14; the work was done for $16. For 200 Voters' Lists I figured $155; the tender of the enquirer was $99; the work was done for $77. For 1200 Tax Cards my figure was $10.50; the enquirer's tender was $4, but the work was done for $6. Truly such conditions are terrible.

Need for Better Craftsmanship

In conclusion, better craftsmanship might be urged. Throwing a form together without any regard to symmetry or the suitability of the faces used and printing it with cheap ink on a rickety old press with a blanket tympan is fast disappearing. But the sooner the last of these careless printers is replaced by tasty, painstaking successors, the better will it be for the whole craft, and particularly for the district in which such men still remain.

"Share Your Knowledge"

Eloquent Slogan of the International Association of Printing House Craftsmen—the Organization and Its Aims Explained

By CHARLES R. CONQUERGOOD
Chairman, Publicity Committee, Toronto Club of Printing House Craftsmen

THIRTEEN years ago, the executives of a number of New York printing houses met and decided to form a club for the interchange of ideas and plans in connection with their daily work, with the hope that they might find it profitable to themselves. In the years that followed the idea caught on, in a number of other cities and several other clubs of Printing House Craftsmen were formed. As may be expected some thrived, some languished, and others had troubles of their own in keeping the club busy and running smoothly. In September 1919, a meeting of those interested in these clubs was called at Philadelphia for the purpose of exchanging ideas on how to successfully conduct a club of Printing House Craftsmen. Out of this meeting there was formed the International Association of Printing House Craftsmen. It was then planned to hold a convention in Washington, in 1920, for the double purpose of exchanging ideas about the conduct of the various clubs and also the exchange of ideas and information pertaining to the Art of Printing. This first convention in point of interest was a big success, and convinced the organizers that such Clubs could render a real service to the industry.

The second convention of the Craftsmen's Clubs was called for July 1921 at Chicago, and to the two-fold plan of the Washington Convention, Chicago added a third, and brought together at the Coliseum building (famed in American political history as a meeting place for great party conventions) the largest and most varied exhibit of printing equipment and machinery that has ever been brought together on the American Continent. (The claim was made, and it may have been quite within the mark, that it was the largest exhibit of printing that the world has yet seen). Certain it is, that the combination of Convention and Show was a tremendous success, even though the printing trade in a number of cities was staggering in the throes of labor conflict, at the time the convention was being held.

A Splendid Slogan

A very trite phrase was used in the publicity for the Chicago convention, that is worth repeating. It was "You have a dollar and I have a dollar, and we trade, we each have a dollar, but you have an idea, and I have an idea, and we trade and we each have two ideas." This phrase is the keynote of the Clubs of to-day, who have adopted as their official slogan "SHARE YOUR KNOWLEDGE".

The third convention of the Clubs of Printing House Craftsmen is billed for Boston in September 1922, and it is proposed to add a fourth idea to the three that have already been mentioned. This time plans are being made to hold a "Show of Printing". This is such a big phrase nowadays some elucidation seems necessary. The "Printing Show" at Chicago had to do with the act or processes of Printing. There were typesetting machines, printing and lithographing presses, and folders in actual operation. You saw the thing being done. In Boston there will be in addition a "Show of Printing" meaning the finished product, and everything from a bill-head, letter heading and envelope to catalogues, magazines and books will be displayed.

The making of paper, engravings, colors, inks, and rollers are of course allied industries, but so closely interwoven into the printing fabric, that, of course, they have a large place not only in the shows, but in the Club programs.

With the present high state of efficiency of the Typothatae, the Printing Trade Labor Unions, and the expanding programs of technical schools, you may ask, is there any need for another organization in the printing industry, or will this new one take the place of existing organizations. A brief survey will separate the functions clearly, and show, I think, that there is practically no overlapping or trespassing by the Craftsmen's Clubs upon the work of either Typothetae or Labor Unions, and that each have a very distinct place of their own that cannot be replaced.

The Typothetae is an organization of EMPLOYING PRINTERS whose business it is, to equip and finance a printing office, buy the necessary raw materials, employ the necessary skilled labor, and then sell the finished product at a price, that will enable them to continue in business.

The Labor Unions are organizations of EMPLOYEE PRINTERS whose sphere lies in one of the technical branches of the trade,—composition, presswork or binding. In addition to the expertness of the workman, they are acting as fraternal associations on one hand, and striving to unify working conditions on the other.

The Technical or Trade Schools have to do mostly with the training and education of juniors in the Craft or apprentices.

Craftsmen are Executives and Foremen

The Craftsmen Clubs are organizations made up of printing house EXECUTIVES and foremen. Employer and employee, as such, may be affiliated members of the Clubs, but in practically every Club the by-laws prohibit the discussion of wages or other matters that may be contentious as between employer and employee. Their chief interest is the study of printing methods, ideas, materials or machines. It is presumed that every foreman is better equipped if he understands, although he may not be able to execute, the methods, labor and difficulties of other departments, or other branches of the trade. This should enable him to put work through his department with greater consideration for what has gone before, or may come afterward in the completion of a high grade job.

The official emblem of the Craftsmen's Clubs was adopted

from the first known trade mark of any printer. It dates back to about 1462, when it was used by Fust and Schoeffer, successors to the business of Gutenburg—the father of printing. The emblem has an interesting story in itself, and some time in the future may receive more extended space in these columns.

The Printing Show

The Printing Show has been planned with two ends in view, first of displaying to the printer the latest in machinery and equipment, and the best in style; secondly to educate the public



CHAS. R. CONQUERGOOD

Chairman of Publicity Committee, Toronto Club of Printing House Craftsmen

to an appreciation and better understanding of the multitude of services they buy, when they buy printing.

And why not?

As yet, perhaps the public do not know that they are interested in printing. I think it may almost be said that printing has not yet been discovered. Who are the "Stars" of the Printing industry? either past or present, but especially the present? What is the proper style for a piece of printed matter? When an advertising piece misses fire, who is responsible, the copy writer or the printer, or is either or both? What about the use of color, is it good business, if so, when and where and what color? If printing is a vehicle for conveying thought and information, shouldn't the public understand how to use the vehicle to best advantage?

Can you not name a score of things that would make just as interesting reading for the public as a lot of the slush we get from the movie publicity agent? People are buying automobiles and wisely enough public journals are devoting columns of good reading for the benefit of these using automobiles. People are producing horses, cattle, sheep, hogs, grains, fruits and garden truck, and in an effort to produce better or more products they are being catered to by the press. Go on through the list, railways, banks, mines, clothing and many other industries or trades and you will find plenty of information given to create the interest of the public, or part of it, in these respective lines, and this information frequently presented as "Special features". I am not objecting. I think it is good business all round, but in the progress of the world, printing, one of the most powerful factors, that comes a hundred times a day into touch with every one of us, is not gripping the interest of the public as it should, and might.

A Great Mission Involved

If they can live up to their motto "Share Your Knowledge" it may become the mission of the Clubs of Printing House Craftsmen to render a great service, jointly to the printer and to the public.

The organization in every Canadian city, of a club of Printing House Craftsmen, should meet with the encouragement and support of everyone connected with the printing industry. Two thriving clubs now exist in Canada, one in Montreal, the other in Toronto.

Influence of Editor on Circulation

At a meeting of the Canadian National Newspapers and Periodicals Association recently the relation of the editor to circulation came in for discussion.

The subject was introduced by G. Rutledge, manager of *Financial Post*, and among those who took part in the discussion were R. S. Hamilton, manager of circulation of the Gagnier publications; De Witt Hutt, editor of *Men's Wear Review*; Mr. Van Blaricom, editor of *Canadian Lumberman*; J. V. MacKenzie, editor of *MacLean's Magazine*; J. L. Rutledge, editor of *Farmers' Magazine*; C. Buchanan, circulation manager of *MacLean's Magazine*; J. M. Elson of the MacLean Publishing Company and H. T. Hunter, vice-president of the same firm, who summed up the various points brought out.

In the matter of selling the subscriber, Mr. Hunter pointed out that care should be taken by the circulation man that he was not selling a subscriber something that had no interest or value for him—a publication that was entirely outside his field. If the subscription was sold in the right field then it was up to the editor to get the renewal, by so effectively selling the paper to him, and making it so valuable, that he could not get along without it. Mr. Hunter approved high subscription rates—as high as the people can be educated to pay. The higher the subscription rate the better barometer the renewal percentage would become. He would show all comments to the editor whether favorable or unfavorable. The editor should know his subscriber, through the circulation department, through correspondence, or better still, by talking and meeting with him. He should train his readers how to get the most out of the paper.

Congratulations

Printer and Publisher wishes to take this opportunity of congratulating a number of newspaper publishers who have been elected to municipal office in the past month.

O. M. Alger, publisher of the Oshawa Telegram, elected to Council, Oshawa, Ont.

George W. James, publisher of the Bowmanville Statesman, elected to Council, Bowmanville, Ont.

Elgin Harris, publisher of the Burlington Gazette, re-elected Reeve of Burlington, Ont.

A. S. Forster, publisher of the Oakville Star, elected Mayor of Oakville, Ont.

E. Garrett, publisher of the Waterous Signal, elected Mayor of Waterous, Sask.

O. R. Church, publisher of the Streetsville Review, re-elected Reeve of Streetsville, Ont.

There are probably other publishers who have been recently honored at the municipal polls; to all Printer and Publisher wishes unqualified success. May the list continue to grow from year to year that more power be added to the press of the country. The publishing of a newspaper is a great craft, a great profession—or, whatever you might care to call it—at any rate it is a great branch of human activity which readily adapts men to become prominent in public affairs.

Increase Your Business by Surveying the Market

How To Build Up a Fund of Specific Facts for the Promotion of Your Printing Sales

By NOBLE T. PRAIGG
Director of Advertsing, United Typothtetae of America

THERE are four questions of profound interest to every firm which is selling something.

These primary questions and the countless questions supplementary to each constitute a survey of the market, trustworthy in proportion to the clear-headedness, accuracy, and lack of bias with which the investigation is made. The four questions follow:

1. Where will I find the greatest number of consumers, or customers?
2. How will I find them?
3. How can I influence them to buy, in greatest useful volume, and
4. How can I bring this about at lowest selling cost?

Statisticians say there is a complete numerical turn-over of business firms every thirty years. No matter whether failure or only passable success results, the reason always lies in errors of judgment, improper interpretation of conditions, lack of grasp of actual facts. But happily, all industries these days are liberally represented by firms of outst nding enterprise and success which are pursuing an evenly rising course because they know precisely what they are doing, and why. One of the largest baking powder manufacturers in the world maintains an investigating and surveying service, the maintenance of which costs $1,000 a day. Before this service was established, the manufacturer was only one of many other leaders in his line. Today conditions have not changed in his industry, but he—the one who bases all plans and operations on known facts—is the leader in his industry. His surveys point out pitfalls and he avoids them; by continuous research he learns of new uses for his product, and sells a product to fill those uses; investigation discloses greater economies, and he takes advantage of them

The Foundation of Success

SURVEY, research, investigation, known facts it is on this foundation that greatest success is assured the printing industry and local job printing plants, not only during the year 1922, but until 1951; unless all history fails.

A razor manufacturer "surveyed his market" and discovered that men have a primary interest in the razor blade which insured "smoother faces." It wasn't the handle of the razor, the quality of the steel, or any engineering factor which aroused a man's primary interest. He simply wanted shaving comfort and a satisfactory result. Having learned the readiness with which the comfort idea appealed to men, the razor manufacturer began advertising "smoother faces," and sales doubled in nine months.

A tractor manufacturer faced with difficult competition determined to discover exactly where his market lay and after an investigation learned that in eleven conveniently covered states there was 16 million horse power which tractors could supplant. So instead of permitting his salesmen to continue trying to sell tractors promiscuously, sales arguments were built up by the use of which a salesman could point out to a farmer the exact number of horses, mules and smaller power plant units he could displace with economy, by installing a tractor on his farm.

By surveying its market, a granite quarrying firm discovered that it was making shipments over broad territories because of pride in having it generally known that this granite was in such general demand. But 10 per cent. of this far-away territory actually caused a loss. And in order to reach these far-away markets, 60 per cent. of the nearby and profitable market was being neglected. The survey showed the error and pointed the way to increased volume of profits.

Surveys have developed the fact that women buy 48 per cent. of men's neck-ties which are sold, and men buy 40 per cent. of the jewelry which is sold. The manufacturer of automobile seat covers needs to know that in coming to a final decision the woman exercises her preference in 80 per cent. of the purchases.

How many printers are there who base their selling plans on a positive, dependable knowledge of just where their market lies, how extensive it is, how it can be reached best, and at least selling cost?

Follow Line of Least Resistance

Yet, how valuable it would be if printers' sales departments operated along the lines of least resistance and greatest promise, instead of the hit-or-miss, anything-doing-today? method so universally pursued! Practically every successful manufacturer in the country has learned that sales are best when salesmen are able to call on prospects who are definitely interested. And almost limitless opportunities today confront those printers who are willing so to build their selling program as to make the time of their salesmen count—so that the salesman may call on prospective *buyers* and not, simply, prospective *prospects*. Nor is this mere theory.

Considering the industry of printing, in North America, 1919, indicated a volume of what the statisticians term "job printing" amounting to something more than $300,000,000.

According to estimates, 1920—a phenomenal year in point of money value of printing produced—exceeded 1919 by about 10 per cent. or a total of approximately $550,000,000. Then, as every printer knows, two factors operated to develop a buying decrease. First, many buyers, affected by the general "buyer's strike" began to retrench on their expenditures, which included printing; second, many firms which felt that printing costs were too heavy by virtue of increases in materials and labor, introduced emergency economies in their purchase and use of printing, or practically postponed filling their normal needs. So far as general demand was concerned, this caused a sharp drop in the sales curve, estimated at at least 15 per cent. under 1919, and if this percentage is dependable the drop in volume totalled $75,000,000—a loss of considerable moment from the preceding year. But consider, if you will, what is certain to develop from this temporary and artificial reduction in demand for commercial printing?

In industry after industry manufacturers and jobbers have been "marking time," so to speak, and a tremendous unsatisfied demand for printing has backed up behind the dam of high prices, waiting to be released in a veritable flood, either when printing prices begin to drop, or when the demand for printing makes price of no consideration at all—or, when skilful, convincing salesmen demonstrate to printing buyers that there is more profit in using good printing at whatever the current market price than in the purely superficial economy of going without.

Buyers of printing confront heavy obligations in maintaining the security of their business investments, in keeping their machinery at the highest possible production point, and in liquidating as rapidly as possible their stocks on hand and in process of manufacture. For, unless the thirty-year period following the World War is wholly different from the thirty-year periods following all other previous great wars, we are simply at the start of an era of falling prices. The man who buys today for manufacture must manufacture and sell with the greatest rapidity possible, because if he delays too long the market price of his product will be affected by a dropping price level and he will be compelled to sell at a loss.

What an opportunity for the printer to sell his product insistently to this manufacturer, so that the commercial printing which is such a vast influence in speeding sales may perform its greatest commercial service in all industries.

On an international basis, business men and economists declare that a marked increase in the buying of printing must be recorded if volume of business generally is to reach a satisfactorily high level.

And business itself senses this fact. A letter to the Typothetae Advertising Department received from a representative printing firm recently, reflected this condition strongly, saying: "We feel confident our advertising program will secure for us contracts which will result in good business this coming Winter and Spring. Our inquiries from the first two pieces have exceeded our expectations. Not since 1916 have we enjoyed such inquiries, either in volume or quality. Under the circumstances, we hold a very optimistic outlook for the future." And this printer at no time has had occasion to complain of "depression." Judging from the facts, nationally, printing sales are due to become more satisfactory—if only printing salesmen are equally certain of selling their product with clean-cut convincingness and logic.

Survey the Local Market

It is obvious that every national problem is largely a combination of numerous local problems. And the national condition is simply grouped local conditions. With only occasional exceptions, a general increase in the demand for printing will be brought about by an increase in local demand for printing. If I were a printer, and had not done so heretofore, I would immediately establish a survey of my local market.

What variety of printing am I best equipped to produce?

What are my points of superiority over practically every other printer?

What has the location of my plant to do with the character of my business; how much business comes from my immediate neighborhood and how much from other sections; what are these sections and why is it business men at those points go out of their own neighborhood to do business with me?

How many different kinds of business are represented in my customer-accounts?

What are their normal seasons of most satisfactory sales?

What are their seasons of printing purchase, and how closely do these "printing seasons" coincide with the buyer's seasons of greatest sales?

Are those buyers who are recorded as "customers" buying as much of their printing from me as I can produce as well as, or better than other printers?

What part of my equipment suffers greatest through the loss of productive time?

For what kinds of printing is this equipment especially adapted?

What customers of mine are not using as much of that kind of printing as they should, or what customers are buying it elsewhere, even though I have facilities for its production?

You Will Marvel at Results

Then there are questions pertinent to sales department operation such as whether my salesmen are merely selling competitive printing or whether they are selling the customer ideas which automatically insure the translation of the idea in printed form; whether my salesmen are merely content to take the order which is current, or whether they give sincere thought to the customer's need and cause that order to become a leader to supplementary orders of an important nature; and of exceptional importance is the question of whether my salesmen are operating on a basis of random calls or whether a satisfactory proportion of their time is devoted to the exercise of effective salesmanship directed toward an actual prospect for current printing.

It looks formidable—but the man who devotes thought to his business and who enlists in his survey the active interest and co-operation of his organization, within three months time will have built up such a valuable fund of specific facts from which to base his selling operations he will marvel at the superior results when his findings are practically applied.

From the making of an automobile motor to the registry of a color process job, accuracy is the primary demand. And if accuracy is so paramount with respect to merely one operation in a business, how much more essential is it in operating the business itself? Survey, research, investigation, known facts—it is on this foundation that greatest success is assured the printing industry and local printing plants, not only during 1922, but until 1951; unless all history fails.

Advertising Expert Predicts Era of Good Times

"What has happened at Washington will be the start of the greatest legitimate business boom the world has ever known," said Marquis Regan, merchandising counsel for the W. H. Rankin Company, of New York and Chicago, during the course of an address to the members of the Toronto Advertising Club on the subject, "What Merchandising Could Do for Canada." The speaker predicted the early entry of "a great, substantial, progressive business era." His opinion was that Canada, because it had reached an especially opportune period in its development, and because of its wonderful resources, would share in this era of business expansion, perhaps to a larger extent than any other country.

Mr. Regan declared because the city of Toronto was a leading business metropolis of Canada, the Toronto Advertising Club had a most important part to play in helping to bring this business boom into effect through spreading the "practical gospel of merchandising." He said that even Canadians themselves did not grasp the fact that the Dominion, although only holding one-half of one per cent. of the population of the world, produced, among other things, 11½ per cent. of the world's supply of wheat, 32 per cent. of its pulpwood and 85 per cent. of its nickel.

If the members of the advertising club would work along the lines of aiding to reduce economic waste, reduce wasted sales efforts and help the dealers in merchandise to turn over their stocks faster, and thus make more money, they would be doing that which would lead to general prosperity of the country.

In speaking more particularly about the advertising business, Mr. Regan said that it was not until the time that selling became an organized machine that advertising became a power. In closest co-operation along merchandising lines, between manufacturer, jobber, salesman and dealer, lay the secret of doing big business when times were inclined to be dull. This was the plan of campaign followed by some big business concerns in the United States, who had "refused to be licked" by existing conditions.

The meeting, which took the form of a dinner, held in Bingham's restaurant, was presided over by W. T. Gregory, vice-president of the Toronto Advertising Club.

Object To Printing Solicitors From Cities

A report from Milton, Ontario, states that as the result of representatives of commercial printing houses of Toronto and Hamilton invading the towns and villages of the Province and soliciting business, in many cases at cut rates, the injury of which is being severely felt in some quarters, it is said that it is the intention of the owners of weekly newspaper and job offices to form a big deputation to wait on the Provincial Government at its next session and demand that a law be enacted to compel these city printing offices to pay a heavy license before they can carry on their work of soliciting orders for printing. It is pointed out that these commercial printing houses do not pay taxes in these towns, and yet they are invading the country places at an alarming rate and taking work away from printers who do pay taxes.

An Apprentice at Thirty-seven

"The old order changeth, yielding place to the new"—Tennyson

By A P. RYERSON

IS A MAN justified, at the age of 37, and with the responsibilities of a family, in severing, deliberately, an established position in order to break into the game as an ad-setter? I imagine the consensus of opinion would be, well—far from favorable—and I must admit that I sought the man, who had actually done this thing, with mixed feelings. I sought him in the hope that there was an "inside story" which would prove helpful to our many young men who, through the stress of circumstances, now find themselves in a position that, otherwise, would have been not possible for them. I came away from the interview with the feeling that my time had been, at least, not wasted.

I am not at liberty to set down that interview in its entirety, much as it would please me to do so, but the excerpts I give will, I think, be worth consideration by every apprentice.

When I had made known the object of my visit, Brown (as I shall call him) picked up the book he had just laid aside. "Curiously enough," he said, "I was just thinking what a fine thing it would be if we could prevail upon all our young men—yes, and you 'old-timers' too for that matter—to spend a few leisure hours with authors like this.

"Apart from the value of a study of perfect diction, can you doubt that the thoughts expressed by these old masters would do much to awaken inspiration in any man be he tinker, tailor, soldier, sailor, or apprentice? Not only that, but think of the wonderful opportunity for exercise of the imagination in transposing these thoughts so that they apply to our everyday labor. For instance: this is Emerson on 'Circles,' he says:

'The key to every man is his 'thought. . The life of a man is a 'self-evolving circle, which, from a ring perceptibly small, 'rushes on all sides outwards to new and larger circles, and 'that without end. The extent to which this generation of 'circles, wheel without wheel, will go, depends on the force 'or truth of the individual soul.'

"At first glance," he continued, "I suppose it does require a good stretch of the imagination to see any connection between this philosophy and, say, the functioning of an advertisement, and yet even a little thought will start the imagination along the right lines. At the very start does not 'ever widening circles' suggest the cumulative power of a printed message? Let's call it that anyway and see if we cannot find some corollaries to square up the transposition. Somebody has said a man usually measures in units of his own experience (not exactly that but it's near enough) so, that being the case, and I being a compositor (saving the mark), it's natural that I should think in terms of interest to the compositor in me. This leads me to the connection between the 'ring perceptibly small' and the work done by the compositor and from this I get 'the force or truth of the individual soul' as being the exactness, carefulness and honesty of purpose of the compositor himself. Now, what can we get from all this—listen:

'When an ad-writer prepares his message he cannot entirely 'estimate its power by consideration of attractive layout, 'forceful copy, pleasing color scheme; nor by units of 'circulation, class appeal, or reader interest of the medium 'chosen. It is true these things must be, but it is equally 'true that upon the careful attention to minor details, 'and honest effort of the compositor depends that perfect 'whole which permits a proper sequence of thought in the 'mind of the reader and creates in turn, the attitude or 'action aimed at by the ad-writer.'

Write It Down!

SPEAKING of habits, here is one that every apprentice should follow to his benefit. Get a note book and on the title page inscribe the words "Something Every Day." Then make a point of writing down every day at least one thing learned. It doesn't matter what it is; it doesn't matter whether it is something obviously important or something apparently trivial. The point is to learn something new every day and write it down.

Good Exercise for Imagination, at Least

"Rather crude perhaps and, of course,— nothing at all what Emerson intended to convey but—you get the idea—analysis and synthesis. After all, beautiful as these thoughts are, they would be of little practical use were we unable to twist them (even, in some cases, to the extent of a paradox) into direct application to ideals in our individual sphere of endeavor. Even if we are not always successful—well, it's a lawful occupation and, as I said before, it's good exercise for the imagination and that is good for anybody."

"You believe, then," I asked, "that the cultivation of the imagination is of primary importance to our apprentices?"

"It certainly is important," he said, "but, of course, there are other things to be considered just. The proper exercise of the imagination, you must know, is only possible where mental power and mental energy is fully developed, the development of these faculties, in turn, is dependent upon several other things of which, perhaps, physical fitness is of primary importance. I think," he continued, "that the value of physical fitness cannot be overestimated for without it nothing is possible for long. Water, you know, will run uphill—when it is forced: in the same way a man may neglect to take physical precautions and yet make progress in his work—for a time. Sooner or later however, his reserve of mental power, upon which he has been drawing without reviving, will peter out and he will find (if indeed he thinks of it at all) that the strength or personality of which he boasts is nothing but a 'busted fallacy'."

In answer to a further question, he continued:

"Of course there is no royal road to success, but I have proved to my satisfaction that there are certain psychological laws which must be followed if one hopes to achieve success in any line. The first of these, as I have said, is the promotion of physical power: Next in line comes the formation of good habits and the developing of the power of observation.

"And when I speak of good habits I do not speak, as it were, as a social reformer; I mean, particulrly, the doing right of those small things, the importance of which we often overlook. Take, for instance, an apprentice. Early in the game he is taught the proper way to hold his stick, pick up type, space his words and justify his lines—all things, as you know, of the utmost importance, and requiring a great deal of thought and care. And yet, I have watched a first-class compositor set his lines with, apparently, no thought to these details at all. Actually, he did these things right subconsciously—it was habit. But if, when he was an apprentice, he had failed to cultivate the habit of doing these things right, he would—well, he would not now be a first-class compositor.

"I am reminded of another incident which illustrates just how good habits stay with us and react to our benefit; incidentally it brings out the fact that by habitual observation we can learn many a lesson that otherwise we would miss.

"While convalescing in England I often sat by a window overlooking the historical ground associated with the signing of the Magna Charter. Across the field was a pathway—a short cut to town. To follow this pathway one had to cross a fair-sized creek by three stepping-stones. I was interested in noting that everyone negotiated the crossing in exactly the same manner, that is, they would invariably start with the right foot to the first stone, bring the left to the same stone and then lead to the second and third with the left and right respectively. I naturally wondered because the position of the stones appeared to lend themselves to a simple left, right and left step alternately. I found the solution later, after a heavy rain had filled the creek to overflowing. I realized that these people, long ago, had realized the value of supporting a left foot spring to the steep bank with the power of the right foot. You see, a step in springing while the creek was flooded (and it often was) meant a severe wetting, but the thing that interested me more than anything else was to note how the habit, once formed, stayed with these people, wet or fine. A small thing perhaps, but, you know, it is from these small things that we learn some of the greatest lessons in life.

"And speaking of habits, here is one that every apprentice should follow to his benefit. Get a note book and on the title page inscribe the words, 'Something every day.' Then, make a point of writing down *every day* at least one thing learned. It doesn't matter what it is, it doesn't matter whether it is something obviously important or something apparently trivial. The point is to learn something new every day and—write it down. Occasionally one will hear a technical term used the meaning of which is outside his knowledge: in that case, write down a query. For instance; some time ago I heard a stoneman use the term 'saddleback'—hence the entry: What's a saddleback and why?—ask Mr---

"Sometimes, while hunting for a certain sized type one will discover other things—ornaments, signs, etc., a knowledge of the whereabouts of which may be useful later on—write it down. Sometimes the 'thing' for the day will take other forms as, for instance: 'you may ornament construction but you must not construct ornament.' I picked that up somewhere and—wrote it down. It is not enough to make a mental note of these things, neither is it advisable to attempt to do so. I am at one with Alexander Graham Bell (of telephone fame) in not overloading the brain with details when it will suffice to know just *where* you can get the knowledge when required. Moreover, by writing these things down the mind will receive a more acute impression than would otherwise be the case."

Editing For Print-Shop Economy

The Importance of Making Copy Perfect Before It Goes To the Composing-Room

By J. W. M., Editorial Staff, Department of Linotype Typography

MAYBE there are no more of the old-fashioned printers who took vindictive delight in showing their customers that all the frightful errors in their copy had been crupulously put into type. Maybe—but when I see the general course of copy (in publishers' rooms as well as in book and job offices), I suspect sometimes that all of us still are old-fashioned about copy, and in a pretty bad old fashion, too. In matters of paragraphing, punctuation, subheading, chapter division, and practically all other details essential to correct composition and make-up, ninety per cent. of our authors "pass the buck" in full caprine majesty to the editorial offices, and the average editorial office, though it may prune the animal's shaggy beard, still passes it on to the composing-room as an undoubted and unmistakable buck.

We of the editorial and writing end of the printing business do not sufficiently realize that we *are* of the printing business. "Bad copy" to us means simply dirty copy, scrawled with a hard pencil on ragged paper, and richly seasoned with orthographical and grammatical errors. We have yet to learn that beautifully typewritten stuff, quite correct in diction, is extremely bad copy if it goes through to the composing-room without explicit editorial orders for every item of typographical construction. How many printing offices recognize such copy as bad copy?

In book and job offices there is altogether too much habit of "shoveling copy through" to the composing-room. The men in the outer offices feel that if they can only get the copy off their hands, and into the hands of the compositors, the job is under way. Nine times out of ten (I would prefer to say ten times out of ten) it is all the worse for the job to get under way in that way.

Shoveled copy is one of the grave sources of loss in the book and job printing business. Even if the cost of type revisions is passed on to the customer, it is the printer's loss in the long run, for high charges do not create bonds of loving friendship. A first rule in every print-shop should be that every unnecessary type-revision is a dead loss, to be classed as unjustifiable waste, no matter who apparently pays for it at the time. The printer may have to accept authors' corrections as a Heaven-sent calamity; but editorial corrections should be considered as crimes.

Any copy that demands editorial revision after it is in type is bad copy, and no office should admit any excuse for passing it. The editor who has to "see how it looks in type" before he knows what to do with copy, is no editor at all, and should be swiftly projected to the outer limbo of pot-boiling. The time to "see" how copy will look in type is while it is in copy. The time to "fit" copy is while it can be done with a blue pencil. Corrections with a blue pencil are cheaper than corrections even with the Linotype, swift and easy though they are.

Probably no highly organized printing establishment today hesitates to correct undoubted errors of orthography or grammar in copy without delaying for formal permission from a client But there remains a very considerable proportion of printers who, through timidity, haste, or adherence to old fashion, set such matter and send queried proof to the customer. Such a practice is, in plain words, simply a case of passing the buck, and we all know it, customer quite as well as printer. The printer may think that he can wash his hands of it because the client is responsible for copy; but he is mistaken.

In law and theory the printer is not responsible for copy furnished by a client. Technically, he is still justified in following copy out of the window. As a matter of common-sense fact, however, the book and job printer of today cannot dissociate himself from the copy which is the very basis of the work that he does. Aside from the modern principles of service and the increased sense of mutual obligation in modern business transactions, the printer's business in particular depends on the results won from his products.

He can't argue away poor results by pointing to his beautiful typography or presswork and proving that the client's own poor copy ruined the product. Printing does not begin with type. It begins with the written word. Just as surely as beautiful phraseology is disfigured by bad typography, so surely is beautiful typography disfigured by bad phraseology. Let any printer set up two equally good pieces of typography, one containing a brilliant statement and the other a banality. He will find that the latter is not worth fifty per cent. of the former, viewed as a purely typographical specimen. To expend good typography on bad copy is economically unsound, even without counting the actual money waste of type-revision and other efforts to make the stuff better.

Copy is the printer's first, most essential, and most precious raw material. It should be examined and handled at least as expertly as he examines and handles ink and other such raw material before he permits it to pass through his shop. An editorial department of high grade is as essential in a modern book and job establishment as it is in any other branch of the publishing and printing business.

Over 2,300,000 Tons of Pulp and Paper

Enormous Growth of One of Canada's Foremost Industries—Increase In Demand for Paper Products Predicted

EDWARD BECK, secretary of the Canadian Pulp and Paper Association, read a paper entitled "The Outlook for the Canadian Paper Industry," before the Montreal Paper Club at a recent meeting of the Association. The paper had an optimistic tone throughout. Mr. Beck characterized the current year as one of liquidation and price adjustment for the paper industry. Referring to other industries than paper he ventured the opinion that such liquidation had about run its course and that a point of price stabilization had been reached and that the immediate future promised a rather substantial improvement. It was stated that the business of this year would show about $5,000,000 less than the $35,000,000 total value of the pulp and paper exported from Canada during the year 1920. This loss resulted from a universal falling market rather than from a permanently reduced demand for Canadian products of this character. It was further pointed out that the falling off in quantity, was proportionately very much less than the decrease in the dollars and cents value and there were indications that, so far as quantity was concerned, Canada would be back to its normal level very soon after the opening of the new year. Mr. Beck stated that the paper mills of Canada are now equipped to produce over one million tons of newsprint paper annually. In Mr. Beck's opinion next year would witness these mills all working to capacity which capacity represented about one third of the total consumption of newsprint on the North American Continent.

Referring to other pulp and paper products Mr. Beck said that Canada had advanced to the point where she could produce in addition to newsprint 137,678 tons of board, 60,000 tons of wrapping paper, and over 58,000 tons of fine papers as well as some 1,024,796 tons of pulp of various grades, giving the entire industry a total yearly tonnage of pulp and paper exceeding 2,300,000 tons. Further these figures only related to the rated capacity of the mills now in operation and did not take into account new mills or expansions to the old ones either planned or now in course of construction.

Mr. Beck touched on the national conference of the paper industry recently held in Chicago, at which conference manufacturers, merchants and consumers were all represented and throughout the whole conference the dominant note was one of restrained optimism. The report and statistics from Chicago showed that liquidation in paper prices had largely run its course, and that stocks on hand in most lines were negligible in quantity and that an advance in the cost of raw materials over the present level was inevitable as soon as the present high-priced inventories are worked off. The harvesting of pulpwood had practically ceased for the time being and the entire industry was headed for a sounder position in the very near future. Incidentally Mr. Beck stated that paper manufacturers and paper merchants had liquidated their high costs and had pared their prices down to something approximating a pre-war level, but that same could not be said of all those who buy and utilize their products. Competitive conditions, however, would eventually force a lower selling price from publishers and other large consumers of paper, as for everyone else, and would result in an increased demand for the paper manufacturers' products.

Pulp and Paper Exports

Canadian pulp and paper exports for November were valued at $9,441,850, a decline of $4,912,585 as compared with November 1920, and of $487,625 as compared with the preceding month of October.

Exports of newsprint for the month amounted to 1,341,098 cwts., valued at $5,339,358, compared with 1,267,620 cwts. valued at $6,926,465 in November 1920, a gain of 73,478 cwts., in volume and a loss of $1,587,107 in value. They exceeded October shipments by 26,941 cwts. in volume but declined $171,246 in value.

Exports of woodpulp of all descriptions during November amounted to 1,557,136 cwts., an increase in volume of 547,646 cwts. over November 1920 and were valued at $3,007,892, a decrease of $2,649,078 from last year. Compared with the preceding month of October, woodpulp exports gained 373,704 cwts. in volume and $620,386 in value.

Exports of pulpwood for the month amounted to 49,476 cords valued at $614,974, compared with 137,090 cords, valued at $1,948,241 in November last year, and with 47,023 cords, valued at $587,674, in October.

1,000,000 Tons of Newsprint a Year

The new print mill of the International Paper Company at Three Rivers is scheduled to begin operations in February. Starting with two machines, it will have an initial output of 100 tons a day, and it is hoped to increase this later on to 200 tons, or around 60,000 tons a year. With the opening of this mill the capacity of Canada's newsprint mills will reach 1,000,000 tons a year.

The recent cut in the price of newsprint to $70 a ton is said to have had the effect of bringing out many orders, and from 75 per cent. operations the average is expected to go to 85 per cent. early in 1922, with 100 per cent. capacity production before the end of the first quarter.

Newsprint at 1,000 Feet a Minute

In August the Laurentide Company, of Grand Mere, Que., established a new world's record for high speed production of newsprint by making more than 75 tons of paper at an average speed of 1000 feet per minute. The machine ran safely at this terrific pace, and it was the first time that newsprint had been produced at this rate.

New Markets For B. C. Pulp and Paper

Things are looking bright for the pulp industry of British Columbia, says the Canadian Pulp and Paper Magazine. Two new markets are gradually opening up. Mexico and Japan are both in the field with demands for this product. Japan wants a great deal for paper making, which is becoming a great factor in Nipponese commerce, and Mexico has announced that a ready market is opening there. Japanese exporters on the coast say the demand will be greater than ever in 1922, and expect a heavy call to supply new mills that are opening up in Japan.

Why Return To Normal?

On all sides to-day we hear the cry, "Let's hurry the return to normalcy." The question is, what do they mean by "normal times?" It is generally understood that people want the world to return to pre-war conditions, but why should we go BACK? This is not the age for returning to any previous condition. It is better that we should go forward now and keep going forward in the same good old way that we have been ever since the dawn of civilization.

The next four years will be the greatest the printing industry has ever known. There will be greater development, greater efficiency and larger production than ever before. The selling will be harder but the results greater. There is no going back in the printing business; we are going ahead all the time.—*Papyrus.*

The Practical Cost System For Printing Offices

By R. T. PORTE
Compiler of the Franklin Price List

ON THE next page appears an introduction to a series of articles embraced in the title, "The Practical Cost System for Printing Offices." In presenting these articles for the consideration of the printing craft, the celebrated authority on printing costs, R. T. Porte, is responding to a continued and increasing demand for an accurate, inexpensive and simple system of finding costs of production in the medium and small printing offices.

The articles really represent a completely revised edition of a book published some 12 years ago by Mr. Porte, when cost-finding was in its infancy and when it was just beginning to be recognized as the salvation of the printing industry.

The original work met with instant success, but being the first book on cost-finding for printing offices ever published, a pioneer in the field, it contained a few errors of method and application. These errors, however, were quickly corrected and new editions were issued, resulting in the most approved as well as the first and only book on cost finding in printing offices in the field for several years.

Quite recently the author has seen fit to again considerably revise the results of his first efforts, and by arrangements with the Porte Publishing Company, Salt Lake City, the revised edition is to be presented in series form in Canadian Printer and Publisher. Knowing full well the cost problems continually confronting Canadian printers we have little doubt but that these highly instructive articles will be welcomed by the readers of this paper.

The advent of a convenient, complete and mathematically accurate Selling Price List for the products of the printing office, has, for a short time, drawn the attention of the craft away from the necessity of installing a cost system to determine the production costs in their own plants. They are now, however, awakening to a realization that a cost system will not only give them a knowledge of their own production costs, but will also give a much needed check on the efficiency of their plants in all departments, of their employees, and of the entire administration, in both shop and office, of their business as a whole. Further than this they also realize that a cost system will show them the discrepancies, extravagances and leaks in the business and its administration—all of which make serious inroads into the profits. This realization has created a continuous and increasing demand for a new and revised Practical Cost System, which we are now presenting to the craft.

The author wishes to express his sincere thanks to the many friends and supporters who have so freely contributed of their ideas and experiences in aiding in the perfecting of this revision; especially to Mr. George E. Wray for his careful and painstaking editing of the text; to Mr. Frederick W. Smith for his thorough and scientific work in rewriting, checking and editing the technical portions of the book; and to all those others who have by their confidence and support made this work possible.

The author does not claim that this Practical Cost System is absolutely perfect and complete, for the science of cost finding, like all sciences, is subject to the law of evolution, and new ideas and new methods are constantly presenting themselves. He does claim, however, that this revision of the Practical Cost System is far in advance of anything on the subject of cost finding in printing offices ever issued.

We are now submitting this Practical Cost System to our fellow members of the printing craft with the sincere hope that they may find it of the greatest material benefit in their business and a very helpful aid in the solving of the problems of their production costs.

Readers are Advised to File These Articles for Future Reference

The Practical Cost System for Printing Offices

By R. T. PORTE

A COST system is like a building—each part complete in itself—the parts to be erected one upon the other, until they constitute a finished structure. The building may be elaborate, many little touches given to it here and there, niceties of finish, and extras of all kinds; all very fine for those who wish something elaborate. The elaboration may be carried to an extreme, but the fundamentals of sound business structures are all the same.

There has been a need of a cost system structure, with the fewest frills; one that is simple, complete and accurate. A plan that can be understood and carried out along the simple lines to give accurate results. This has been the aim of the compiler and he describes a system that will meet the needs of the great majority of printers, those employing ten or less employees. But, not to be misunderstood, this system is capable of not be afraid to try it; it will work, and do everything any cost system will do in any plant and without individual expert cost instruction.

In order that you may distinguish plainly the items of expense involved in the production of a job of printing, we insert here this diagram. (Cut number 12.)

This diagram fully illustrates all the items that enter into the cost of a job of printing, and the relationship which each item of cost bears to every other item, and also the relation of the whole to the selling price.

It is well worth close study, because of its graphic portrayal of the costs of producing a job of printing in their relative order. It plainly shows each increment of cost added to the job in its progress through the factory and their accumulation into te total cost, profit and selling price.

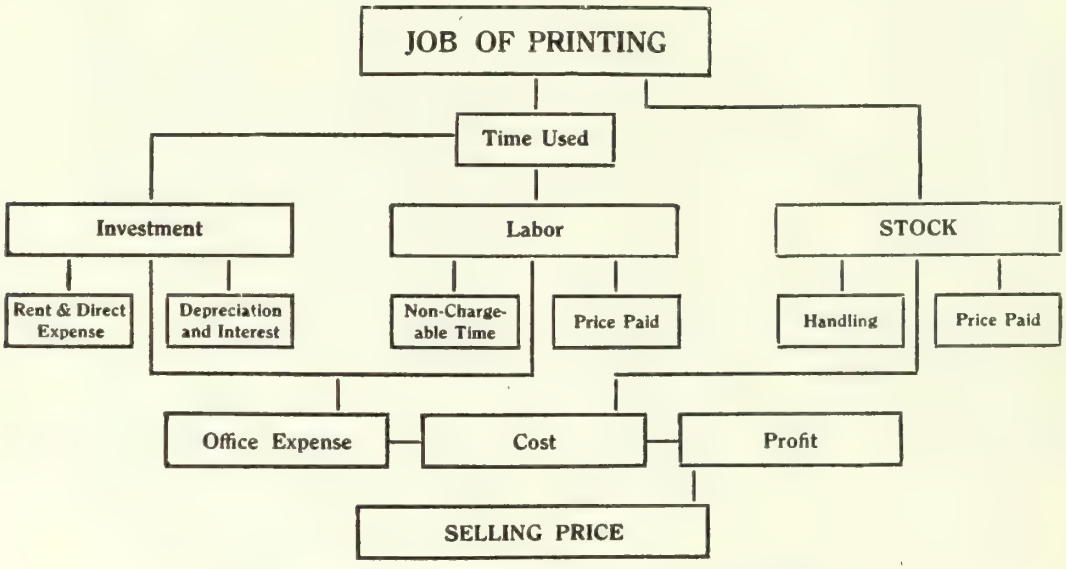


Diagram showing the factors of Cost and Profit in relation to Selling Price as described in this system.

Number 12.

being extended, with but a few changes, larger forms, etc., and will then fit any printing plant in existence.

The blanks here shown, are especially intended for the use of the smaller shops, and particularly those publishing weekly or daily newspapers in connection with job offices, where there are no hard and fast lines as to employees working in only one department, and where the work of the employees is liable to be of a mixed nature.

A careful reading of the descriptions and study of the forms, with an earnest determination on the part of the user, will give results; you can install as good a cost system in your own plant as can possibly be installed and without engaging an expensive cost expert.

Over a hundred different forms were examined, and a practical tryout of the system made before it was offered to the printers. It is now in use in all kinds and sizes of printing offices, from a one-man shop to a shop having typesetting machines, cylinder presses, job presses, and a complete bindery, and in others where a daily and weekly newspaper is published. In all this range, there has not been a failure in its findings where the system has been carried out according to instructions; everyone has been satisfied and more than pleased.

This is written to impress you with the idea that you need

The Stock or Merchandise group is shown on the right. The guide line shows the direct connection of the job of printing through stock to cost. The smaller squares attached to the stock square, give force to the fact that cost of stock is the price paid plus the handling cost.

The central group shows the Time Used as the first item of cost, and this is directly connected with labor, showing that labor cost is a burden on the Time Used for the job of printing. Labor cost is made up of the price paid for labor, plus the cost of the non-chargeable time as shown in the diagram. The non-chargeable hours in a factory are carried by labor and so add to the cost of the productive labor-hour.

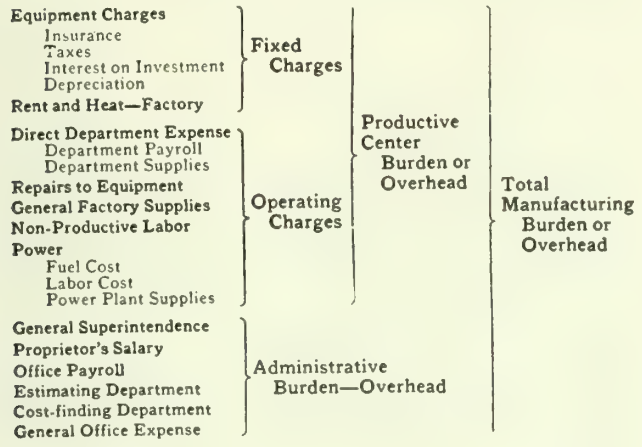
The third group at the left is the Investment group. Investment cost is made up of rent and direct expense plus depreciation and interest. The line from Time Used to Investments indicates that this expense is also a burden on the time used. The line running from Investment to Labor demonstrates that labor cost plus investment expense makes up the actual cost of the time used on the job of printing.

The short line connecting these two groups with Office Expense indicates that to the cost of time used must be added an increment of office expense to complete the manufacturing cost. To this cost square, the line from the Stock to Merchandise

group also leads to complete the cost of the job. To cost attached the profit and to profit the selling price.

This diagram fully illustrates the line of relationship of all the items which the cost of a job must include, and also the relationship of the cost, the profit and the selling price.

The following diagram shows the typical elements of Burden or Overhead Expense in a printing plant as used in the Practical Cost System for Printing Offices. A study of these expense relations will make clear the general principles involved in the classification and distribution of the various items of Manufacturing Burden or Overhead Expense.



The Total Manufacturing burden is made up of the Productive Center, or shop burden and the Administrative, or office burden. The Productive Center burden is made up of the Fixed Charges and the Operating Charges. All these items of the fixed charges are included in the cost of operation of every printing office, however small, as are also all the items of the operating charges except that sub-items under power would not be used in many plants. Under Administrative burden, the item of general superintendence, would be used only in the largest plants where a superintendent has general supervision not only of the plant but also of the selling and a part, at least, of the business of the office. The item of proprietor's salary should appear in every plant, large or small, although if he works in the shop his salary would appear on the shop pay roll to the amount of his labor in that department. The estimating and cost-finding items may be combined with other office work and so not appear as separate items in the cost charges in medium and small shops, but this work should be considered as a part of the administrative burden.

(To be continued)

British Industries Fair To Be Bigger Than Ever

That many Canadian buyers will visit the eighth annual British Industries Fair, to be held in London and Birmingham from 27th February to 10th March, was the statement made in an interview by the British Trade Commissioner in this district. Buyers believe that the market is more stable and that a renewal of their overseas purchasing visits is due. This Fair is Britain's annual display of her manufactures and industries and the trade buyers' opportunity of selecting goods for the ensuing season's trade.

Since its inception in 1915 the British Industries Fair has grown until it is today the most important national trade fair in the world. In fact, one of the great difficulties with which the organizers (The British Government Department of Overseas Trade) have had to contend has been the lack of adequate buildings, for the Fair has grown to such an extent that it has been no easy matter to adhere to the policy of housing each section under one roof.

For the 1922 Fair it has fortunately been possible to secure enough additional accommodation both in London and Birmingham to provide not only for the annual growth of the Fair, but also to find room for the great industries which have hitherto been exhibited at Glasgow. Printing equipment will be included in the 1922 Fair.

Change Reported In Labor Situation In Vancouver

THERE has been a recent noteworthy change in the labor situation in Vancouver, according to a report received by Printer and Publisher dated Vancouver, January 4. The report says binders and pressmen are daily seeking positions—in any capacity—without reference to their unions or regard for union conditions. Further interesting information is given in the report as follows:

From a circular issued by the Allied Printing Trades of Vancouver, under the heading, "Printing offices that carry the Label," there are listed 15 firms in Vancouver and vicinity, which give work to approximately 80 persons.

The International Typographical Union levied a 10 per cent assessment on the earnings of its members for the payment of strike pay.

Vancouver Typographical Union also levied, in addition to the International levy, a further assessment of 4 per cent. on the earnings of its members.

This local assessment was ostensibly for the support of the local bookbinder's and pressmen's unions, as strike benefits from the international bodies of these two unions had dwindled to the zero mark.

The change in attitude among the bookbinders and pressmen may be attributed, in part, at least, to discontinuance of the local assessment by Vancouver Typographical Union, and this action on the part of the typos may have been prompted by an acknowledgment of the first law of nature—self preservation.

Among the firms over which Vancouver Typographical Union claims jurisdiction, a large percentage of the proprietors are union members paying union dues, and as such are subject to assessments of both local and international unions.

The payment of these assessments is naturally strongly objected to by these proprietors, and collection has not been generally successful.

Immense Losses Accrue

The gross loss in local wages to the strikers may be conservatively placed at $150,000.00, to which should be added the economic waste created by the local assessments, amounting to not less than $25,000.00, showing a total loss of $175,000.00—an aggregate of $900.00 a day—due to assessments and lost wages, and these losses still continue.

The events leading to the strike called by the unions in the printing industry date, insofar as local history is concerned, from August, 1920, negotiations in varying form being conducted over a period of time exceeding 21 months.

The unions called a strike on May 2, 1921, their last offer being for 44 hours and approximately 9 per cent. increase in pay. In the face of a falling market the employers could not grant the increase; the unions would not recede. After a month's shut-down in the hope of some settlement by compromise, it was then decided to secure help and run the plants on open-shop conditions, and now 21 firms are operating successfully on this basis.

These firms have well over 180 employees, exclusive of office help and of proprietors who may work part time in one or other of the mechanical departments, and the men replacing those who went on strike are for the most part returned soldiers.

Excepting in the linotype departments, the staffs of these firms have been for some months 100 per cent. efficient for normal capacity production.

With the present volume of business offering there is actually an overplus of help, quite apart from the workmen who struck and are now seeking positions.

While the linotype departments are manned but 65 per cent. to 70 per cent. of normal staffs, they have successfully coped with all demands of the trade.

With the supply of operators now issuing from the linotype schools established in Montreal, Toronto, Winnipeg, Spokane, Los Angeles, and many other cities on the North American continent, the same 100 per cent. conditions obtaining in the other departments will be an accomplished fact in the linotype end of the industry.

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Printer & Publisher

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H. D. TRESIDDER - - - Business Manager.

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A Personal Power In Journalism

Journalism, like many other institutions which are subject to the vagaries of time and circumstance, has undergone changes of a considerable nature. In a broad sense, one of the most distinctive has been the gradual disappearance of the personal factor editorially, and the development of the composite paper, with the editorial writer as one of the important spokes among many in the wheel.

The meaning of this phase is best appreciated when the recent death of Col. Henry ("Marse Henry") Watterson, of the Louisville Courier Journal, is recalled. The picturesque and powerful editor of that paper was among the greatest journalists of the United States and characterized in a conspicuous manner what is meant by the personal element. Through the power of his pen he was for many long years able to exercise a profound and extensive influence in national affairs, not because of the mammoth dimensions of plant, office or organization behind him but because of the genius of the individual—Watterson himself.

In earlier periods the editor of any considerable paper was a man usually of strong convictions. His own personality towered in public opinion above his surroundings. His name was constantly linked with the editorial views and messages of the publication through which he spoke. Names of such men both in the Old World and the New are numerous. For instance that of Raymond had a greater strength than the name of the New York Times of which he was editor. James Gordon Bennett figuratively stood out on every page of the New York Herald. Horace Greeley was the dominant genius of the New York Tribune and Col Nelson, synonymous with the Kansas City Star. Similarly in the newspaper publishing world the name of the late Col. Watterson carried significance from coast to coast in his native Republic. In no lesser degree Canadians have likewise distinguished themselves because of their personal force. Such names come to mind as those of the late George Brown, founder of The Toronto Globe, of the late John Ross Robertson, proprietor of The Toronto Telegram; the late Senator Dennis of the Halifax Herald, Arthur Dansereau of La Presse, Montreal, and J. W. Dafoe of the Winnipeg Free Press. There are of course several others who have made a deep and lasting impression and whose honored memories will occur to those who read this article.

The tendency in more recent years has been for the chief editor of a big paper to speak impersonally. In other words the paper itself, representing various highly organized departments, expresses an opinion molded by views of many persons in his organization. The paper gives a message day by day to its readers. In fact there are now many journals of large circulation and strength which are known to the public by the name of the paper only, the chief editor being obscure outside his own circle of office associates and community intimates.

To the Canadian public the reputation of the late Louisville editor will be remembered as being above the temptations and baubles of office. He was democracy harnessed for constant service among the masses of his day. Presidents and presidential candidates though personal friends were not beyond his reach when he felt their policies or actions were inconsistent with the highest morals. Furthermore, his trenchant comments on the delay of his own country in taking the field against Prussianism in the late war will linger in memory. Like many another journalist who devotes his life to letters, the "Colonel," as he was familiarly called, left two or three books to posterity. They may or may not have permanency but it can indeed be said that during a long career he contributed a wealth of material to the general store of human learning in the departments of moral, civil, political, constitutional and educational life.

Postponement of Marking Act

The Dominion Government Customs Tariff Amendment Act, 1921, in relation to the bringing of printing and printed advertising into Canada from foreign countries, provided that beginning January 1, 1922, all printing coming into Canada should be plainly marked showing the country of its origin. This to apply to catalogues, booklets, folders, labels, show cards, pieces of advertising matter, and printing and lithographing by all processes.

But latest advice from Ottawa reads to effect that this Act has been postponed by order in Council until after the close of the next session of Parliament.

The postponement of the act may be taken as tantamount to a cancellation. Be what it may the latest order affecting the Act causes no little shock to the printing fraternity of Canada, who for a brief period entertained visions of the correction of what is felt as a long-endured imposition.

In this connection the Canadian Division of the United Typothetae of America is using big advertising space in Canadian papers urging Canadians to use Canadian-made printing. It has been estimated that over ten million dollars' worth of foreign-made printing has been dropped into Canada annually, every piece of which could be as well and economically printed or lithographed in this country.

With such information as this upon which to base their arguments favoring the enforcement of the Marking Act the printing and allied industries of Canada are not going to let it die without a struggle. Aggressive forces are now being marshalled to keep the Act alive with high hopes of putting it into effect.

The Marking Act may appear as a hardship on those who have been making Canadian editions of their regular printing or lithographing, and by merely paying the specified duty, ship the Canadian allotment over here for distribution.

But by taking into consideration the items of transportation, duty and exchange, the probabilities are that in many cases their actual cost will be, if changed at all, lowered.

Under any circumstances, if Canadians are to read the advertising which sells them the goods, Canadians should have the right to know where the advertising is made.

Advises Use of Larger Type For Newspapers

Lord Riddell, the British publisher, who served as liaison officer between the British Delegation to the Armament Conference and newspapermen reporting the sessions, before sailing for home advised United States newspaper publishers to use larger type. He expressed belief that poor eyesight of many of the people of the United States was traceable in part to strain from reading newspapers.

Carleton Sentinel Seventy-four Years Old

The January 6th issue of the Carleton Sentinel weekly, printed at Woodstock, N.B., celebrated the seventy-fourth anniversary of the paper. It is among the oldest publications in Canada, and from a standpoint of age has but few competitors in its own particular field. Honorable longevity always commands respect, and in this regard the Sentinel stands high in the community in which it circulates.

A Message of Progress and Good Cheer

From the President of Canadian Weekly Newspapers' Association.

GREETINGS:

As president of the Canadian Weekly Newspapers' Association it gives me very great pleasure in extending to every newspaper man in Canada the heartiest wishes for a prosperous year during 1922.

The growth of the C.W.N.A., since its inauguration two years ago, has been phenomenal, and the prospects for the future are very bright. To-day, almost seventy-five per cent. of the weekly newspapers of the Dominion of Canada are enrolled as members of the Canadian Weekly Newspapers' Association, and the number is steadily increasing.

This is the day of organization and co-operation. Nearly every class of professional men and artisans have organized for purposes of protection and furthering the interests of their members. Therefore, why should so important a body of men as the publishers of Canada not be banded together and meet occasionally for helpful discussion of the problems, particularly pertaining to the work of their profession, and for social intercourse?

Membership in the C.W.N.A. gives every newspaperman an opportunity of meeting with his fellow-publishers and participating in the benefits of the organization.

The creed and aims of the C.W.N.A. may be aptly expressed in the words of Walt Whitman:

> *"I dreamed in a dream I saw a city invincible to the attacks of the whole of the rest of the earth. I dreamed that it was the new city of friends, the only City that will last, the only city that is impregnable, the new City of Friends."*

Space does not permit a citation of what has already been accomplished, but suffice it to say the association has saved to every publisher in Canada many times the amount of his membership fee—not to mention the other benefits enjoyed.

Further than this, the executive is diligently working upon other vital matters, which when adjusted—as I believe at least some of them will be to our satisfaction—will effect another large saving, especially to those who are using ready-print service.

I therefore make the strongest appeal to every newspaperman who is not now a member of the association to send in his application without further delay to Mr. E. Roy Sayles, Manning Chambers, Toronto, Ont. If the greatest things are to be accomplished, they can be done only by the co-operation of every publisher from the Atlantic to the Pacific oceans. Let every non-member hasten the time when our slogan, "One Hundred Per Cent. Membership from Coast to Coast," will be realized. Make membership in the C.W.N.A. a New Year's resolution. The association needs you; you need the association.

Yours very sincerely,

V. C. FRENCH,

Wetaskiwin, Alta. *President C.W.N.A.*

"Printing, the Mother of Progress"

AT the recent convention of the United Typothetae of America, in Toronto, the above phrase was adopted as a slogan for the printing business. The claim implied in such a slogan may seem a little extravagant at first glance, but when we stop to consider how dependent we are on the printing press for the conduct of business and the dissemination of knowledge, we will see that the slogan is literally correct, the printing business having very aptly been called the ART PRESERVATIVE OF ALL ARTS.

Contract Work and the Labor Problem

WE got ourselves rather involved the other day at lunch in a discussion of the advantages of introducing the contract system into all our business relationships. One of our friends asked us why we didn't pay our men on a piece-work basis. We thought this impossible in our business. He reasoned like this:



MOST purchases for the home are influenced by advertising. Why not use Direct Mail Advertising which goes right into the home?

'A business man frequently quotes a price for the production of a certain job. In fixing this price he judges as best he can the various elements of cost entering into it, including the time his workmen will take to produce it. Why should not the workman quote his employer a fixed price for his portion of the work? Should not the workman be the best judge of

A PAGE FROM THE "WRIGHTCROFT REVIEW"

SELDOM has Printer and Publisher seen a house organ produced with such evident care and skill as the New Year issue of the "Wrightcroft Review" published by Croft and Wright, printers, Toronto. It is a masterpiece of printing. The pages shown here merely give an example of the typography and the editorial contents, and fall considerably short of presenting its many splendid features. These pages were printed in three colors, brown, red and blue, but several of the other pages carried striking illustrations in three and four colors—which were, however, not convenient to reproduce here.

the time he will take to do a given job? Why should his employer gamble on him? With the workman thinking he should share profits and have a voice in the management of business, why not place on him the responsibility for producing at a fixed cost? Why not let him capitalize himself and his abilities and sell himself in the open market and amid the same fierce competition that his employer faces? Why not let the workman enter the lists as an independent business man, standing on his own feet, getting paid only for what he does, shouldering the burden of his own non-productive time? Would this not be placing him on the same footing as his employer? And is this not what he has wanted these many years?"

Our friend claims that under such a system the best men in any craft are attracted to those shops having the best facilities for efficient production and that costs are cut to a minimum. We must confess to not having the courage to attempt to establish this plan in our plant, but we can see points in its favor, and would certainly be interested in any experiment along this line.

A Story With a Moral

ONCE upon a time there was a certain editor who persisted in appropriating the literary efforts of a brother scribe. When remonstrated with about his piratical tendencies he excused himself by saying "I thought you just stole the stuff yourself." So we have copyrighted our REVIEW, more to be absolved of the suspicion of literary buccaneering, rather than to protect ourselves from it.



WINDS of adversity may blow where they will without doing much damage to the wise and persistent advertiser.

A COMPANION PAGE TO THE ONE OPPOSITE

THE NEW YEAR issue of the "Wrightcroft Review" contains twelve pages, exclusive of the cover, and measures 9 by 5 3-4 inches, the cover being slightly larger than the inside pages. Besides the colored illustrations it contains a number of photographic prints, "tipped in." The editorial pages possess a dignified appeal, both in language and in style of presentation, and the articles are, withal, practical, though not altogether dealing with printing subjects. The "Review" is a model of typographical style and effective color printing. Croft and Wright are to be congratulated upon the excellence of their work.



GEORGE H. MACDONALD

Prominent advertising man who joins the staff of Norris-Patterson, Ltd., Advertising Agents, Toronto.

Mr. MacDonald, who has been associated with the Toronto Star for some twenty years, entered the general advertising field with Norris-Patterson, Limited, Toronto, at the beginning of the New Year.

Mr. MacDonald has been one of the leaders in retail advertising in Toronto and he is particularly well versed on the merchandising of clothing. His long and varied experience with retailers' problems will be of great value in the broader field of general advertising.

The Norris-Patterson Agency, already an organization of numerous and experienced advertising men, will be further strengthened by the acquisition of Mr. MacDonald's services.

Kitchener Daily Makes Vast Improvements

With a spirit of optimism in the belief that Kitchener and Waterloo and the prosperous country in the vicinity have reached the stage where they require a more cosmopolitan newspaper service, the Daily Telegraph, Kitchener, has undergone a thorough reorganization, and an enlargement. All departments of the paper have been improved, and a lot of new equipment installed.

The Telegraph now runs eight in the place of seven columns to the page. Changes in the newsgathering staff have been effected and a new Canadian Press wire has been installed.

To keep pace with this general policy of expansion, it has been necessary to effect a complete transformation in the mechanical arrangements of the paper, by remodelling the composing room and adding a stereotyping department and a new 24 page Hoe rotary press.

The Fletcher Manufacturing Co., Limited, the well-known Canadian makers of bakers' machinery, soda fountain and candy-making equipment, have decided upon a campaign of advertising in a number of trade papers. The Norris-Patterson Agency, Toronto, is placing the copy.

Norris-Patterson Agency, Toronto, is handling the advertising for Durant Motors of Canada.

Publishers of "Marketing" Change Firm Name

The ownership of Marketing and Business Management, the only independent journal of sales and advertising in Canada, as well as the annual publications known as Lydiatt's Book and Who's Who in Canadian Advertising, has been transferred to a private company incorporated as Marketing Publishers, Limited, effective January 3rd. The business will continue at 53 Yonge Street, Toronto, with no change in the personnel or control. All the stock in the company is owned by W. A. Lydiatt and those directly associated with him in the business. W. A. Lydiatt, president of the new company, is very well known in advertising and publishing circles, both in Canada and the United States. He commenced the publication of Lydiatt's Book, an annual compilation of Canadian market and advertising data, and also Who's Who in Canadian Advertising, in the year 1914, and they have been revised and issued annually ever since. In the spring of 1918 Mr. Lydiatt purchased Economic Advertising, established in 1908, and incorporated this with Marketing and Business Management.

Joins Staff of Smith, Denne & Moore

J. C. Hogan, of New York, has joined the staff of Smith, Denne & Moore, advertising agents, Toronto.

Mr. Hogan is a man of broad experience relative to his new position, that of account executive. He began a newspaper career with the Peterborough Examiner, later being associated with the editorial staffs of the Toronto Globe, the Mail and Empire and the Monetary Times. He then spent two years selling space, after which he returned to journalism on the staff of the Detroit Free Press and Cleveland Leader. When war was declared he joined the First Canadian Expeditionary force, saw service in France and was in the battle of Ypres when gas was first employed by the Germans. He was taken prisoner about this time and saw thirty-eight months of life in the enemy prison camps. Then followed four months internment in Holland. He later became a correspondent at the Hague for English, Scotch and Canadian newspapers. On return to Canada he became assistant City Editor of The Toronto Times. After a few months he joined the advertising staff of the Continental Publishing Company and was appointed American representative in April 1920, covering territory from Detroit to Boston. On January 1st Mr. Hogan was appointed Eastern United States manager for the company, residing in New York. He resigned his position with the Continental Publishing Company December 17th to join staff of the Smith, Denne & Moore Agency as account executive. Mr. Hogan's varied experience should prove very valuable in his new position.



J. C. HOGAN

Who comes from New York to join the staff of Smith, Denne & Moore, Advertising Agents, Toronto.

How To Get News

Not Much More Difficult to Keep Track of News of a Large City Than of a Small Town

By JOHN R. BONE, M.A., Managing Editor, Toronto Daily Star

HAVING discussed the question, "What is News," we may now properly turn our attention to the next problem of "How to Get News?" This is a large subject which could not possibly be exhausted in the space we have at our disposal, but there are a few observations on it which may be perhaps interesting and useful.

The simplest form of news gathering and the simplest form of newspaper is that where a single individual is the entire news gathering staff. He may also set the type, print the edition and distribute the newspapers to the subscribers, but we are concerned with him only in his capacity as news gatherer and editor. As contrasted with his situation, there are in Canada, newspapers employing news gathering staffs of forty or fifty men and women, and of course in the larger cities of the United States and elsewhere even larger staffs are engaged, but the functions performed by the one man, are essentially the same as those performed by the large, more complicated and highly organized staffs.

Consider the development of the one man newspaper. At the beginning this editor-reporter attends every event in his community in person. He goes to all the church socials, all the weddings, if he is invited and he generally will be invited, to all the meetings of the town council and trustee board. He visits the school periodically, goes to the railway station to meet incoming and outgoing trains, and to see what visitors are coming to town, or to see what townspeople are going away. He interviews as many persons as possible each day, in search of personal items and events. If an accident or a fire occurs, he reaches the scene as fast as possible. If the chief of police ever arrests anyone, the editor gets the facts first hand at once. He attends concerts and public meetings of all kinds in the town hall. There is in short no local event which he will permit to escape, if he can avoid it, his personal observation and attention.

There comes a point when this editor realizes he is doing too much, and thereupon he begins to conscript assistants. He gets the school teacher to undertake to let him know of the interesting things that happen at the school. The station agent to tell him about the travellers coming and going. The minister or one of the active church workers in each of the churches to give him the church news. If he has a small staff of his own working on the mechanical and business end of the paper, he will ask them to be on the lookout for news. He will pick out two or three bright young men or women about town and request them to turn in items from time to time. Sometimes he may give these correspondents a small honorarium but often they will be well satisfied if they get a free copy of the paper and can see their own composition in print. That has been one of the curses of newspaper writing from a monetary standpoint. There are so many people anxious to write, and to see their own writing in print, that they are willing to work for nothing or next to nothing Men and women who have no such false vanity in the matter, but only want to earn an honest living have to withstand the competition of this low priced labor.

Building Staff of Correspondents

The newspaper we have been considering has now built up a local staff. The editor finds he wants correspondence from surrounding points and he gets more candidates—school teachers, ministers, bright young men and women, located in the townships and nearby villages to write for him on the same terms. Thus he establishes a miniature telegraph or foreign service. He has now constructed on a small scale what is an almost exact replica of the more complicated news gathering organization of the best papers in the world.

To the uninitiated, it might seem that to cover the news of a city, even as large as Toronto with its half million people, would be a very complicated and difficult thing, to say nothing of much larger cities. As a matter of fact it is a task that is never completely accomplished and never will be, because there are happening daily many news items which never see the light of print. But as far as the main current of news is concerned, it is not much more difficult to keep track of the news of a large city, than it is of a small town.

This is due to the fact that our modern communities are pretty highly organized; that no matter how large the city may be there are certain ganglions, certain nerve centres of news, strategic points to which all the community news automatically collects, For example, the city hall and civic offices, centred generally in one building, can provide all the news of the civic administration every day. This is, of course, one of the very richest sources of news, even in the largest cities. The news of the police department and its men walking their beats in every section of the city, traversing in the course of the day at least once, and perhaps many times, every street in the city, all gravitates to the office of the chief of police. It filters first through the branch police stations and if anything important happens, it goes without saying that Headquarters knows about it almost instantaneously. The police reporter in a big city is, therefore, not much more troubled in keeping track of the activities of the police force, than is the small town editor who tries to keep track of all the activities of the local police constable, perhaps not as much. Similarly all fire department news is kept track of in the fire chief's office. If the reporter wants to know about the destruction of a little shed five miles away, he will find a record of it at Fire Headquarters almost as soon as the fire is out.

Another important source of news are the courts, the police court with its daily list, and the higher courts with their more important though less numerous cases. If a city is a provincial capital like Toronto, it becomes also a source of provincial news. All this news is concentrated in the Parliament Buildings and Provincial offices, on its legislative and administrative sides, and in Osgoode Hall on its judicial side. Then there are a series of other, perhaps less important centres, to which certain classes of news naturally flow. The railway station and offices bear the same important relation to big city news that the railway station does to the small town news. The offices of the Board of Trade, the offices of various public commissions and other organizations of a public or semi-public character, hotels, custom house, Inland Revenue office, and so on are all automatic gatherers of news.

I recall that one source of news when I began reporting was the offices of the chief assignee in the city. That was at the tail end of a prolonged business depression, during which business failures had been so frequent that they had become established as a regular routine of news. That situation changed and it is only recently that there has been again any possibility of that class of news resuming a regular place.

These samples will illustrate how the community news of even a large city is automatically gathered together for the newspaper before the newspapers own organization does anything. This of course applies only to what is known as routine news. Newspapers are more and more devoting themselves to news of a special character, but at present we are discussing the collection of the regular day to day happenings.

The local news gathering organization is in charge of the city editor, who has a staff of reporters, supposed to be sufficiently large to cover the territory, but which in private according to the unanimous testimony of all city editors, never is. Each day his reporters are detailed to duty on the various centres of news, many of which we have outlined. They don't say "detailed to duty" in a newspaper office. In newspaper English the phrase is "assigned to cover" a particular piece of work or a particular news centre, and this piece of work in turn is called an "assignment." Some of the assignments which we have been discussing such as the city hall or the Parliament Buildings may require two or three or four or even more reporters while in the

case of other assignments perhaps three or four of them may be handed to one man. It is surprising how well even a large city may sometimes be covered, by a small staff of reporters. I have known instances in Toronto even within recent years, when a city editor with one or two men each sitting at a telephone, has covered the entire city for his paper, and temporarily made a fair job of it. Of course, such a situation could not last. The telephone is a most important auxiliary in news gathering, but to make it the main source of information is fatal. There must be the personal touch and personal observation in a great deal of newspaper reporting.

Value of The Daily Journal

An important piece of machinery in the news gathering organization is the daily Journal or advance date, assignment book. In this is entered as announced under the proper dates, all meetings, conventions, arrival of distinguished visitors, and public events of all sorts, the dates of which are fixed in advance. To these entries each day is added a list of the regular routine assignments and other matters requiring investigation on that day. Each one of these entries becomes an assignment and is given by the city editor to a reporter to cover.

In covering the assignment which he receives from the city editor, the reporter has always a chance to get news outside his regular beat. He must never forget that every official he meets in his rounds is, apart from his official capacity, also a private citizen, with acquaintances and interests outside his business duties. The reporter also has his own acquaintances, and he should make it a point to cultivate the personal relation as widely as possible. If he is a born reporter he will do this naturally without any conscious effort. It is surprising what a wide net for news may be cast even in a large city by a single active reporter, who has a wide acquaintanceship and who pursues his work intelligently. The reporter who gets all the news that is to be got out of the assignments given him, and who at the same time, is able to pick up news outside his beat is a jewel. For it is news picked up outside the routine assignments, which often gives a paper distinction, and which enables it to give a variety of interest not achieved by its competitors. There is an impression that for some reason the reporter who picks up news outside his regular assignment, is much rarer than he used to be.

So much for the general organization of a news gathering staff and the machinery which a newspaper sets up to cover its local territory. The really interesting point is the actual process of getting the news by an individual reporter.

Famous Editor Steps Down

Few figures in English journalism have played a more spectacular role before the spotlight than Horatio Bottomley, for many years the versatile editor of John Bull, a weekly publication whose reputation has extended beyond the seven seas. Cables announce his retirement from active direction of that paper as a sequel, perhaps, of recent bankruptcy proceedings. Mr. Bottomley has made the public gape at times by his articles and not infrequently hornets' nests have poured out their buzz of displeasure around his head. He encouraged many storms and generally sailed through them to a safe port but at last it would seem that the wind and weather have been too much for him. It is naturally a matter of speculation as what so active a pen will now turn itself to, with a distance established between him and his well worn office chair.

Ask Postal Authorities To Enforce Regulations

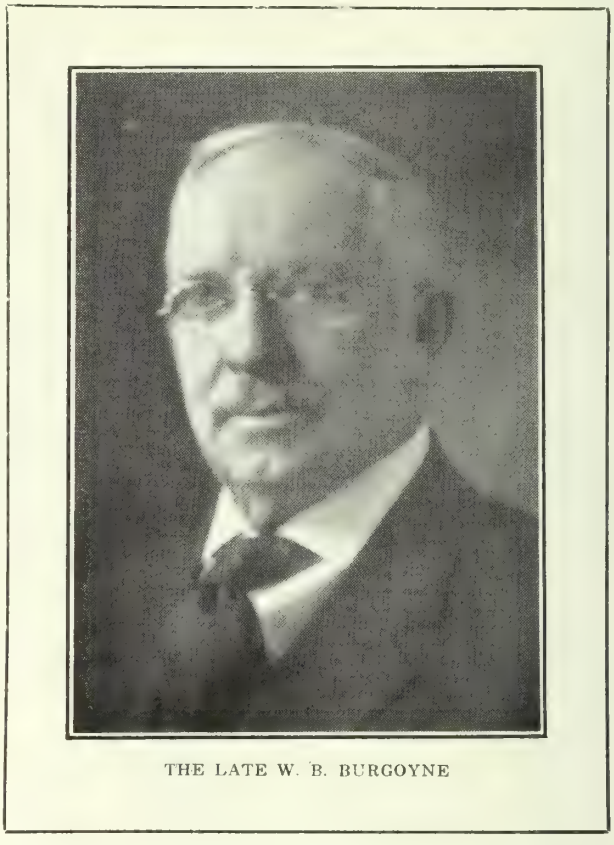
Abuse of the postal regulations with respect to second class mail matter by publications sending out papers and magazines under the cheap rate to subscribers who have not paid up, was one of the topics of discussion at a conference of representative of weekly newspapers of the four western provinces held at Regina, January 6.

A resolution was passed calling upon the postal authorities to strictly enforce the regulations in this respect. The conference was called to discuss ways and means towards the solution of the problems of the publishers of country weeklies.

Active Career of W. B. Burgoyne

The death on December 31st, 1921, of W. B. Burgoyne, publisher of the St. Catharines Standard, has removed a newspaper man who became widely known because of his diversified interests. His career was an outstanding example of what hard work, tenacity and a temperament for municipal service can accomplish. Graduating from the case he founded the Daily Standard about thirty years ago and after many years of toil, coupled with difficulties that most men would think unsurmountable, he developed a property which today enjoys liberal patronage.

The late Mr. Burgoyne served in the city council of St. Catharines for a number of years and was twice mayor. Besides these offices he filled many others at various times, being for many years president of the St. Catharines Horticultural Society, chairman of the Suburban Roads Commission, former president of the Board of Trade, first president of the Master Printer's Guild of Ontario, member of the executive committee Associated Boards of Trade in Ontario, member of the executive committee Great Waterways Union of Canada, chairman daily section C. P. A., member St. Catharines Collegiate Institute Board, and also a member or active officer of numerous other local organizations. He was a strong advocate of temperance and was a former officer of the Grand Division Sons of Temperance of Ontario and also of the National Division Sons of Temperance of North America. For the past four or five years he had been president of the Niagara District Hydro Radial Union and took an active part in the controversy over the radial railway bylaws which were before the electors at the time of his death. He was a man of very strong convictions and a hardy warrior.



THE LATE W. B. BURGOYNE

Like many other men who lead a busy life, the late publisher had a hobby. It took the form of devotion to horticulture. He helped to give his native city a wide repute for its roses and donated a generous sum of money wherewith St. Catharines might create a rose garden in Montbell Park. It was one of the first and one of the few of its kind in Ontario. He travelled widely in Eastern Canada and the United States and amongst all who knew him his sixty-seven years of activity will be known as full of zeal throughout his mature life for whatever he undertook. He leaves a widow, one son Major Henry Burgoyne and one daughter Miss Clara.

PROOFROOM PAGE

By JOHN DRIMMY

A CORRESPONDENT disagrees with my objection to the use of the word *alibi* as an equivalent to *defence* in a legal sense. He considers that "its general use all over this continent as another word for defence should surely make it correct."

I am sorry we have to differ, but I cannot change my opinion. The plea of general usage depends for its value upon the standing of the "general users." *Aint* is a word in general use all over the continent but that does not make it correct If he can show me an instance in which any good writer uses the word in the sense mentioned I will admit there is something to be said for his contention, but I have never met with any such instance nor can I find this meaning of the word given in any of the accepted authorities. There are, in our language, words, the meanings of which have become perverted by general usage and yet are considered correct, but *alibi* is not yet one of them.

Questions and Answers

Query.—Is the following sentence correct? "The more closely *one* examines the matter the more perplexed he becomes."

Answer.—No. The impersonal *one* should never be mixed up with other pronouns. The *one* should be repeated and not be replaced by *he* or *him*. The possessive is *one's* not *his*. Thus the sentence queried should read ".....the more perplexed *one* becomes." And again "There is always an inclination to take credit to oneself for what has been done by *one's* (not *his*) ancestors." Those who object to the repetition should not use the word when repetition is necessary.

Query.—Are the following sentences correct?

(1) "If I *had have* known I would not have done it."

(2) "The first is not *as* good as the second."

Answer.—

(1) *Had have* known is not correct in any case. "If I had known" is the correct form.

(2) After a negative *so* should be used instead of *as*. e.g., "He is *as* tall as I am." "She is not *so* tall as I am." *So* should therefore replace *as* in (2).

Query.—Is a proofreader justified in changing *dove* to *dived* in the sentence "He dove into the water."

Answer.—It depends upon exactly what duties have been allocated to the proofreader. If it is understood that he is to see that correct English is used he is undoubtedly justified in making the change. *Dove* is a colloquial word used in the States (and copied by many Canadian newspapers) for *dived*, but I doubt whether it would be used by any first rank writer. You would never see it used in any Old Country publication.

Query.—What is the difference in the meaning of the words *diplomat* and *diplomatist*

Answer.—The two words are frequently regarded as synonymous and Macaulay so used them. Some writers however make a distinction and use *diplomat* of a representative of one state accredited to another state, while they speak of a diplomatist as anyone experienced or versed in diplomacy, or a tactful person. All diplomats would thus be diplomatists, but all diplomatists would not necessarily be diplomats.

Query.—Should we say "A large number of persons *were* present" or "A large number of persons *was* present?"

Answer.—The rule is that when *number* means several the plural verb is used, but when *number* is used to represent a unit the verb should be singular. Thus:—

"A large number of persons *were* present."

"The number *was* limited to seven."

Query.—When dashes are used should commas or other stops be also used, or does the use of dashes render the use of other stops unnecessary?"

Answer.—Dashes and likewise parentheses are used to insert something of minor importance without detriment to the rest of the sentence, therefore we should be able to remove the dashes or parentheses and the words between them and then find the main sentence correctly punctuated. No stop should be used inside the dashes which is not necessary to the parenthetical sentence itself; nor can any stop possibly be needed just before the second dash except an exclamation or question mark, and none at all immediately after the first dash. For instance:

"The results are too injurious to health,—too nerve-wracking,—to be endured."

Here both commas are unnecessary. The main sentence is "The results are too injurious to health to be endured," which requires no punctuation. The first comma is therefore unnecessary to the main sentence and the words between the dashes do not require the second comma.

As a general rule no stops are used outside the dashes, but if after taking away the dashes and the words between them, it is seen that a comma is required, it is correct to use it with the dashes. e.g., "The third period covers the years 1890 to 1898,—barely a decade—yet it is the most important of all." Here the comma would be correct were the dashes and the words between them omitted; it is therefore correct to use it with the dashes. Or again:—"It is an extremely difficult passage, however skilled the player—and Jones is no mean artist—, or however perfect the instrument." Here also the comma after the second dash is quite correct.

A sentence in the letter of one of my correspondents leads me to refer to a very common error viz., the incorrect use of the nominative pronouns after a preposition or as the object of a verb. The most frequent instance of this is probably the phrase "Between you and I", which should of course be "Between you and me", the preposition requiring the objective case. Other instances are:—

"She told him to ask you and *me*." (Not *I*)

"She asked him to excuse you and *her*." (Not *she*)

"I must ask you to excuse *her* and *me*." (Not *she* and *I*)

Degradation of the English Language

Here is a pithy little paragraph taken from a letter recently written by Charles W. Eliot, President Emeritus of Harvard University, to one of the magazines anent the present tendencies of American literature. It will appeal particularly to those of my readers who are interested in preserving the purity of the English language:—

"In the current newspapers and magazines, some of which I am obliged to read from day to day, I observe a deplorable tendency to the use of slang and abbreviated words, and to the suppression of conjunctions and the inaccurate use of inflections. The writers seem to think that these degradations of the English language make a written style more conversational or 'picturesque,' and add 'pep' 'push,' or 'snap.' The telegram with its charge per word, and the condensed headlines in newspapers tend to produce another deterioration in the English language. Display advertisements with their exaggerations and superlatives inflict other kinds of damage on English speech in street, shop, and market. I am told that similar injuries are inflicted by some of the 'best sellers' of the season. Altogether good English usage in speech and writing seems to need more advocates and exemplars. Will American schools produce them? Apparently the families will not."

Three M.P.'s, one M.L.A. and one alderman, all of whom are active journalists, will be the guests at a banquet organized by the editorial staff of La Patrie, Montreal, on January 28. These guests will be Arthur Sauve, leader of the Opposition at Quebec, J. E. Prevost, M.P. for Terrebone; A. C. St. Pere, M.P. for Hochelaga; Fernand Rinfreit, M.P. for St. James; and Leon Trepanier, alderman of Montreal.

NEWS OF THE TRADE

Canadian Linotype Limited In New Quarters

Canadian Linotype Limited has just completed a colossal task in the way of moving their office equipment, Linotype machines and large stock of matrices, parts and supplies, without any appreciable interference with business, now being comfortably located in new quarters at 119 Adelaide Street West.

Realizing the importance of entirely satisfactory service to the great and ever-increasing number of Linotype users throughout the country, the new premises have been fitted up with this thought foremost.

The space in the front of the building has been allotted to private offices attractively fitted for the Manager, Mr. Thomas Bland, the Assistant Manager, Mr. Alfred Archer, a reception room for the use of customers and the sales staff, providing facilities for placing at the disposal of Linotype users and printers generally a comprehensive service including a large stock of parts, supplies and motors, mechanical assistance and advice. Mr. H. E. Codd, the cashier, is situated in the centre of the



THOMAS BLAND

Manager of Canadian Linotype, Limited, Toronto, who was presented with a gold-headed cane by his staff on the eve of moving into new quarters.

office, surrounded by a capable staff. The literature room, ladies' rest room, and machine shop divide the main office from the shipping department. The basement is utilized for machines, large parts and supplies, matrices, motors, and electric pots.

Special attention has been given to the Linotype School which has been in existence many years and where a number of first-class operators received their early training. The machines, which, by the way, are all equipped with individual motors and some with electric pots, are laid out so as to approximate actual working conditions in the general run of printing establishments. The course of instruction covers the care and operation of the Linotype, and is under the supervision of experts. That this Linotype service feature is highly appreciated by the users of the machine is testified to by the fact that there is always a waiting list.

The main office fittings and decorations have been carried out in mahogany, and, along with a perfect lighting system, a more ideal office would be hard to find.

Rapid Growth of Addressing Machine Company

Starting a decade ago in a small way on Twentieth street, New York, the Pollard-Alling Company is just completing the installation of offices and factory equipment occupying an entire floor of the large factory building at 220-230 West Nineteenth street. The concern moved to East Twenty-third street a few years after starting operations and stayed in that location until the present move. The company in its new location has fitted luxurious offices in the forward part of its plant where William M. Stretch, the secretary, treasurer and general manager, is installed. Adjoining are offices of Miss Jane Maxwell, the office manager, and of F. H. Alling, the president. Extensive space is devoted to the designing and draughting rooms of Frank De Minico, the mechanical expert of the company and his corps of assistants. In the new quarters is a large department devoted to a service bureau and exhibition room. The service bureau is equipped with reliefographs speeded to emboss addressing plates at the rate of 100,000 a week.

The factory as well as the entire floor is lighted through an expensive system of glass construction for daylight use and artificial lighting at night. The removal marks two new epochs with the concern. First, the concern will expand its business with commercial concerns which line it recently entered, and second, it will market a new machine adapted for the smaller newspapers and magazines.

Presentation to Thomas Bland

The staff of Canadian Linotype Limited, on the eve of moving into new quarters on the first of the year, at 119 Adelaide Street, West, Toronto, participated in a happy social gathering consisting of cards, supper and dancing. They took advantage of the occasion to present their genial manager, Mr. Thomas Bland, with a gold-headed walking stick and ring as a slight mark of their esteem. Mrs. Bland was also the recipient of a basket of roses. Mr. J. Ewart MacKay, who had just arrived from New York to join the staff of Canadian Linotype Limited, along with Mrs. MacKay, were welcomed during the evening.

Perfection of Gas-Electric Neutralizer

The United Printing Machinery Company, Boston, announce the perfection of a gas electric neutralizer.

As is implied by the name "gas-electric," the new development is the addition of the gas flame to the Chapman process for the elimination of static electricity.

The manufacturers claim that where presses are equipped with the Gas-Electric Neutralizer, there is no interruption due to chilled stock. Freed from static electricity, sheets do not adhere to the delivery parts, nor do they cling together tenaciously causing offset if sufficient ink is carried on the job. In such plants hand-jogging is unknown, register is up to the mark, winter and summer, and presses are run to capacity.

In a recent interview regarding the new development, it was stated by B. F. Upham, head of the company, that gas and electricity are so combined as to secure results that cannot possibly be effected in any other way.

"On presses having carriage delivery, a regular Chapman bar is placed near the cylinder, thus treating the sheet immediately after impression," Mr. Upham stated. "Another bar, placed on the carriage, serves to remove whatever static electricity is generated after the sheet passes under the influence of the first bar. The regular neutralizer bar removes static electricity but it has no drying effect upon the ink.

"The new combination gas-electric bar replaces the bar formerly used on the delivery carriage. The combined use of gas

and electricity in the new bar not only removes all static electricity but it also carries the heat of the 'electrified' gas flame into actual contact with the freshly printed surface. Therefore, when a press equipped with the new attachment delivers a sheet, the ink is set and the paper is absolutely free from static effects." For firms doing color work the new attachment is of particular interest.

An interesting detail of the new gas-electric neutralizer is the gas control. The gas shuts off automatically when the press stops running. It is also lighted automatically. As the gas feature may be added with only slight expense to any Chapman Electric Neutralizer now in use, it is reasonable to predict that the new device will be generally adopted.

New Newspaper Vending Machine

The International Vending Machine Limited, Montreal, announce that the first one hundred of their newspaper vending machines ordered by La Presse in Montreal will be ready for installation on February 1st. The Montreal Gazette are already using a numbr. The machine represents a new invention, never having been on any market until June this year. The manufacture of them is proceeding in Montreal. They are designed to hold any size newspaper from four to 100 pages and would hold about 100 of the former or 25 of the latter. They are sold or rented to newspapers and can be resold or re-rented by the newspaper to newsboys and it is thought they will fill a particular need in small towns.

The machines are being found of particular use in the residential sections of Montreal especially for use in the off hours when newsboys may not be on the street, and late at night, etc. La Presse have ordered 500 machines and so have the Vancouver World also ordered a number. The company furnishes mats to use in their own advertising of their machine service so as to educate their readers to look for the machines and use them, and in addition newspaper purchasers of machines are furnished with a page to interest their newsboys in renting the machines from them.

The three great points of this machine are stated to be the following:

It increases the circulation of the paper; it increases the interest of newsboys by the re-renting of machines from newspapers to newsboys so that they can sell papers on a number of corners at one and the same time; it helps the public by improved service at all times by furnishing a clean and dry newspaper.

Blotting Paper Now Made In Canada

After extensive and thorough experimentation blotting paper of the finest quality is now for the first time being produced in Canada, the Howard Smith Paper Mills, Limited, of Beauharnois and Crabtree Mills, Quebec, and Cornwall, Ont., being the pioneers in this branch of the industry.

Hitherto all the blotting paper used in Canada has been imported, the imports being valued at about half a million dollars a year. The success achieved in producing blotting paper in Canada leads to the belief that not only will this country now be self-supporting but will soon be in contest in the world's markets for this as it already is for many other grades of paper.

Meritorious Work of Art

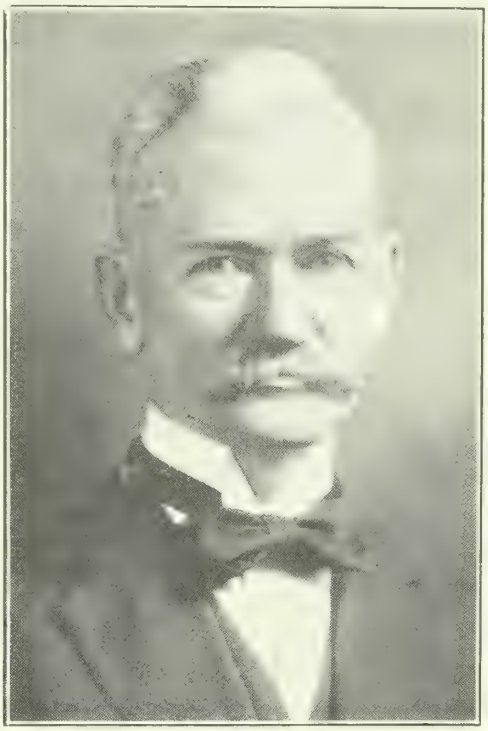
Each Christmas it is customary for the International Syndicate, Baltimore, Md., to have a design produced specially emblematic of the occasion for distribution among their clients. The production this year is of a high artistic order and would probably be rated high in the estimation of a connoisseur. The picture represents the "Three Wise Men from the East" bringing the presents of gold to the "New Born King".

Edward St. Pere, sporting editor of Le Canada, Montreal, was elected to parliament for Hochelaga by the record majority of 16,776.

Sounds a Note of Optimism

When a firm goes to the expense of moving to bigger quarters it is reasonably safe to take this as a sign of an optimistic view of business conditions. The wholesale paper firm of Wilson-Munroe Company, Limited, Toronto, have moved to new, bigger and better premises, occupying now a modern three story building at 18-20 Duncan Street. The new warehouse contains three times the floor space of the former quarters on York Street, and it further gives the firm the advantage of a closer proximity to that section of the Toronto which bids fair to become the hub of the printing and allied trades of the city.

The history of the Wilson-Munroe Company is closely identified with the history of the paper business in Toronto from the time of the big fire of 1904 which made almost a clean sweep of the wholesale paper trade houses of the city. The Wilson-Munroe Company were among the fortunate few to be outside of the disastrous fire area,



E. S. MUNROE

President of Wilson-Munroe Company, Limited, Toronto, who takes a highly optimistic view of the paper and printing industries of Canada.

conducting a business at that time at 77 York Street, afterwards moving to 106-108 York Street, where the firm gradually grew to its present dimensions, securing from time to time the selling agency for a number of high-grade paper lines.

The officers of the company include: E. S. Munroe, President; E. M. Scarlett, Vice-president; Wm. Braby, Secretary; E. B. Munroe, Treasurer.

The late Thomas G. Wilson, who projected the company in partnership with the present chief executive, was identified with the firm until his death in 1915.

Mr. E. S. Munroe, likewise his staff of executives, are starting the New Year with splendid optimism and prophesy good times for the paper and printing industries in Canada. The president is of the opinion that paper prices will reach a normal state this year which may be taken as a standard for the future. He does not expect prices to ever revert back to pre-war levels. General business conditions will not be conducive to such a state—at least not in this age.

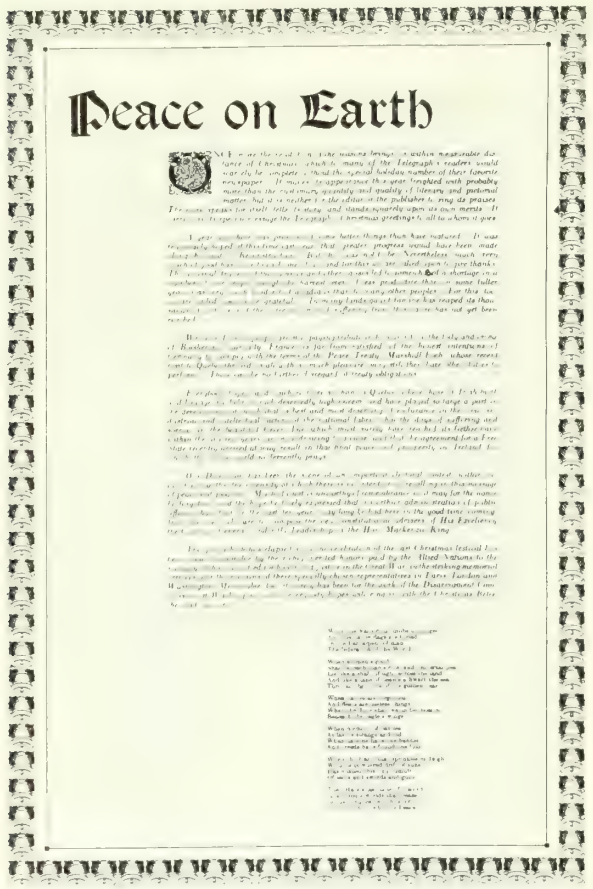
Mr. E. S. Munroe, it may be mentioned, is treasurer of the Canadian Paper Trade Association, an office which he has held since its formation; he in fact was one of the founders of the Association.

Splendid Christmas Numbers

Several Canadian newspapers issued Christmas numbers which reflected credit on their staffs and plants. Copies of some of these editions have been received by Printer and Publisher and it is a pleasure to draw attention to their merit.

Among them is that of the Quebec Telegraph. It was put out in large, magazine supplement form on fine coated stock, with chaste designs, colored printing and special articles adorned with photo-engravures. Distinctive touches of old Quebec and its lore were conveyed. The Telegraph is to be complimented on the quality of its work.

The Newfoundland Quarterly, a fifty-two page number, well illustrated and containing a fine selection of articles deal-


Peace on Earth

Frontispiece of Christmas supplement of Quebec Telegraph.

ing with that colony, spoke much for the printing craft of John J. Evans of St. John's. It, too, had a strong Yuletide note.

A fifty-two page edition, carrying the message of Christmas, was put out by the Kingston Daily Standard. Its size and heavy advertising patronage were well balanced with suitable features.

The Christmas number of the Oshawa Telegram was a credit to the enterprise of its publishers. It was made up of thirty-two pages, four sections, with the outside printed in two colors.

The News-Chronicle, of Port Arthur, brought out a well balanced forty-eight page Christmas paper bulging with advertising and interesting features. Publishers and editors are to be congratulated on their efforts.

The Porcupine Advance with its twenty pages, carrying Christmas business and reading, was among the business-getting weeklies of Ontario. That the entire edition was printed in the Advance office, Timmins, speaks well for the paper's equipment. The edition contained interesting news and views of the progressive northern community of Porcupine.

Donalda, Alberta. is again without a newspaper, The Review having closed up shop. It was only last spring that F. J. Sleight moved the Review plant to Donalda from Erskine.

Yuletide Messages

Printer and Publisher is pleased to acknowledge with thanks the many splendid Yuletide messages which were directed to the paper since the last issue.

The Calgary Daily Herald—a card printed in plate gothic on kid-finished stock. A bleed-off border in red about two-points thick gives the card a tasteful and distinctive appearance.

The News Record, Kitchener, Ontario—a card in plain script type printed on fine quality white stock.

The Miller Saw-Trimmer Company, Pittsburgh—an embossed card in red, green and black. Holly leaves, and the trade-mark of the company in red set off the card to fine advantage.

Legg Brothers Limited, Toronto—a green tinted card 8x4¾ inches, appropriately illustrated in four colors. A shepherd scene and the Star of Bethlehem in the top portion of the illustration in dark blue, yellow, green and black is a feature of the message.

The International Syndicate, Baltimore—a card on brown ripple cover stock of fine quality and illustrated in green, red and black.

The Pembroke Standard—a small folder of light red linen finish cover stock; the message is nicely presented in Tudor Text printed in black.

Howard Smith Paper Mills, Limited, Montreal—an exquisitely presented greeting on folded note parchment; the space containing the message is embossed, and the printing appears in three colors, green, red and black. A small winter scene surrounded by a design of holly leaves makes it very dainty.

Rose, Cowan & Latta, Limited, Vancouver—a nicely printed card in mauve, green and black; the stock is in a buff tint with deckle edge; the type is in shaded text with light italics, which forms a neat combination.

H. F. McMahon, manager Canadian branch, Lanston Monotype Machine Co.—a white card with holly leaves in red and green, also the Canadian beaver and maple leaf in green; the message is unique: "Season's Greetings, 1921-1922-Nuff Sed."

The Montreal Daily Star—a message on folded note of the very best quality and printed in engraved script and text; though printed in but one color the excellence of paper and printing gives a highly artistic effect.

Penrose's Annual For 1922

Penrose's Annual, the process year book for 1922, has reached the office of Printer and Publisher. This annual is universally recognized as the leading publication of its kind; in fact no other product of world's printing presses attempts to approach it in variety, in completeness, in beauty of effects, and in practical information and scope in reviewing the world's progress in process work as it pertains to printing. The book is 10x7 1-4 inches and is nearly 1 1-2 inches thick, mostly composed of beautiful illustrations in single and multicolors. A review of process work by the editor gives the reader an introduction to the Annual and imparts valuable information about the various methods used to-day in the production of high-grade printing. The articles in the book, by well known authorities, treat aerial photography, airbrush and lithography engraving and embossing, colour process work, stock tints, inks, metals and numerous other subjects relative to printing. No printing office library is complete without the latest Penrose Annual. It is published by Percy Lund, Humphries and Co. Limited, The Couutry Press, Bradford, England; the Canadian agents are Geo. H. Houghton & Co., 122 Wellington Street West, Toronto.

Owing to a confliction in names with another publication, the Porte Publishing Company, of Salt Lake City, announce that the Semi-Monthly Ad-Vantage will be changed to the Semi-Monthly Ad-Viservice. This new addition to the Franklin Printers' Service has met with good reception. Many publishers claim that they have increased their business considerably through having this Service.



EDITORS OF THE FUTURE

These two young gentlemen, hearing perhaps of a scarcity of printing trade apprentices, reported for their first "take" at 4 a.m. January 1, 1921. They had been at the trade ten months when this picture was taken. Their names are Leonard Wilfred and Charles Richard Worton, twins of Mr. and Mrs. W. Worton, Tofield, Alberta. Mr. Worton is the publisher of the Tofield Mercury, and it is he who proudly appears with the twin editors of the future.

Cross-Canada News

J. R. Gemmell, aged 80, for 25 years sheriff of Kent county, died at Chatham January 2. He was a former newspaper man, and was at one time proprietor of the Chatham Banner, now the Daily News.

George A. Ward, of Brantford, Ontario, died December 26. He was proprietor of the Ward Press, and was active in labor circles, having repeatedly been president of and delegate to the I. T. U. annual convention from the local typographical union. He had served many terms as alderman, and had a long career with the Dufferin Rifles, being paymaster until the recent reorganization.

Hon. Smeaton White, of the Gazette Publishing Company, Montreal, has been elected to the Board of Directors of the Montreal Trust Company. During the past few years Senator White has been taking an increasingly large interest in corporation affairs, following the practice of newspapermen to become more closely associated with business affairs of the country.

The Toronto Club of Printing House Craftsmen have arranged to meet every fourth Wednesday evening for the next six months in the Board of Trade rooms, Royal Bank Building, the meeting to take the form of a dinner at 6.30. January 25th is the date set for the first meeting under the new plan. On this occasion, Charles W. Keates, president of the club, will explain the introduction of the overlay system in Toronto and its progress up to date.

Campaign To Create Better Printing

The Toronto Typothetae, in conjunction with the Canadian Pulp and Paper Association, the Canadian Paper Trade Association and the Engravers' and Electrotypers' Association have inaugurated a direct-by-mail advertising campaign for the purpose of creating a demand for better printing and to bring to manufacturers and business men generally a knowledge of the possibilities of success through direct-by-mail advertising.

The typothetae end of the campaign is in the hands of a capable publicity committee under the chairmanship of W. B. Hanna, of Litho-Print, Limited. Other workers on the committee are Q. B. Henderson, of Davis & Henderson; H. B. Donavan, of Business Printing; T. S. Young, of the Hugh C. MacLean Publications, Limited, and P. G. Cherry, of Might Directories.

Twelve attractive mailing pieces, some printed in five colors, are to be sent to a selected list of buyers of printing among manufacturers and other business men and the campaign will cover a period of twelve weeks. One mailing piece will be sent out every week and each will bear a list of the Toronto Typothetae members. The copy is exceedingly well written and the campaign is expected to yield considerable business in the printing industry in Toronto and vicinity. A similar campaign is being conducted in Montreal for the Province of Quebec.

The Toronto Typothetae is starting a Standard Guide U. T. A. Estimating Class, commencing Jan. 12. The class will meet each Thursday at 4 o'clock in Room G, of the King Edward Hotel. There has already been a big enrolment and the class is expected to number over eighty printers.

Winnipeg Typothetae Elect Officers

The annual meeting of the Winnipeg Typothetae was held on Tuesday evening, December 13th, in the offices of the association in the Bulman Block.

Reports from the President, Executive Committee, Executive Secretary and Chairmen of the various standing committees were presented and discussed. The reports indicated that the Winnipeg Typothetae passed through its first year in good condition considering the fact that the printers' strike greatly handicapped the work of the organization for at least six months of the year. Now that the strike is over, as far as Winnipeg is concerned, the Typothetae is enabled to start on its second year without handicap. The following officers were elected for the year 1922:

President—O. H. Pollard, of Saults & Pollard, Ltd.
Vice-president—P. E. Kellett, of Bulman Bros., Ltd.
Recording Secretary—E. Eibner, of Reid & Eibner, Ltd.
Treasurer—D. J. Ross, of De Montfort Press.
Executive Secretary—S. F. Beatty.

Mr. O. H. Pollard, the new president, is the U. T. A. Executive Committeeman for the 17th District and is well versed in Typothetae work. Under his administration the members of the Winnipeg Typothetae look forward to a year of great progress.

Christmas Banquet

The annual Christmas banquet of the Printing and Allied Trades in Winnipeg was held on Thursday evening, December 22nd, at the St. Charles Hotel. The entertainment committee of the Winnipeg Typothetae arranged and carried out the affair which proved to be a great success with an attendance of 138. An excellent dinner was served followed by a program the feature of which was an address by the Rev. Leslie E. Pidgeon, D. D., past international president of the Rotary Club.

Special features of the program were the presentation of a ring, on which the trade-mark of the Winnipeg Typothetae was engraved, to the retiring president, Mr. H. E. Wilder, and the presentation of an elaborate reading lamp and smoking set combined to Mr. P. E. Kellett who so ably presented the case of the employing printers of the city in the hearing before the Joint Council of Industry during the strike.

CROSS-CANADA NEWS

Robt. J. Campbell has purchased the plant and business of The Grinder, Cut Knife, Sask.

D. J. Hartley has purchased the plant and business of The Despatch, Luseland, Sask., from McConica Bros.

Walter Ashfield has purchased the plant and business of the Grenfell, Sask., Sun from M. L. Tuve.

Miss Annie F. Playfair has sold The Star, of Hartney, Man., to W. A. Bourne, who also publishes The Packet, of Minto, Man.

A Montreal despatch says Le Pays, a well-known weekly newspaper, has ceased publication temporarily. The great cost of publishing an independent newspaper is the reason given for the suspension.

The publishers of The News, North Battleford, Sask., are shortly to publish a new weekly newspaper at St. Walburg, Sask. This will make the third newspaper owned and published by Messrs. McIntosh & Bawden.

Mr. J. Ewart MacKay, associated for some time with the Mergenthaler Linotype Company, has joined the staff of Canadian Linotype Limited, Toronto. He is a son of Mr. J. F. MacKay, at one time business manager of the Toronto Globe, and returns to Toronto after a few years' absence.

The marriage took place in Buffalo of Marcelle Duprat, of Atlantic City, to Duncan MacInnes, a Toronto journalist. The bride is well known to play-goers under the pseudonym of Lewis, and up to the time of her marriage was connected with a most successful New York company.

Fire in the Nokomis building during the first week in December resulted in loss to several Winnipeg printing firms. The Veteran Press suffered most heavily, but the Hignell Printing Co., Brook's Bindery and J. C. Lamb were also put to considerable loss and inconvenience, chiefly through water.

"The Canadian Trade Unionist," a new weekly paper, has made its bow to the public at Toronto. It is published by the Canadian Federation of Labor as the official organ of that body, and is designed to further the interests of the "national" trades union movement in Canada. The editor is James T. Gunn, secretary of the C. F. of L. The first issue consists of four pages containing plenty of readable articles, editorials on current questions, a news digest of outstanding events during the week, and considerable matter of general interest. In stating the aim and policy of the paper, Editor Gunn writes. "We intend to be, in journalism decent; in analysis just; in criticism constructive, and in news accurate."

A story of how hard work, thrift and vision was crowned with success in the weekly newspaper field came from London recently. The story follows: "The Advertiser had as a caller this week a publisher from an Ontario town, where he owns a snug little business. How did he get it? In short—learned his trade as a printer, worked at the trade for four years, and always saved as much money as he could. In fact he was able to save a little money before he was out of his apprenticeship. When he had a neat little bank account he heard of a paper for sale on account of the death of the owner. He found out he could handle the property, and he had as his big asset the knowledge that he could run the place. That was about three years ago, and his venture has been even more successful than he hoped. Perhaps there is no great industrial conquest in this—nothing very spectacular—he didn't have to beat any person out of a living or do any of the things story writers weave into the lives of their hero-victims. Just plain, honest hard work, thrift and a bit of vision thrown in! Meanwhile many a young man, starting out with the same chance, grouches every time he gets his pay envelope, that there's no chance for a man to get along without a pull."

T. H. B. McCullough, formerly owner of The Chatsworth News, Chatsworth, Ontario, left for the West on January 5th to take possession of the Weyburn Herald.

The Montreal Star provided 50,000 meals as a Christmas gift to the unemployed of the city. The Montreal Herald took occasion to congratulate its contemporary on this magnificent action.

Announcement was made to-day by the Provincial Government that Colin Groff, a member of the staff of The Calgary Albertan, has been appointed Publicity Commissioner for the Province of Alberta, in succession to the late James McCuaig, whose death took place some time ago.

On his departure for Kitchener, where he has joined the staff of The Kitchener Telegraph, J. A. M. Cook, Sporting Editor of the Brantford Expositor, was presented by the staff with a leather wallet and tobacco pouch, and by local sporting organizations with a safety razor and gold-mounted fountain pen.

The Elmira Signet has been acquired by Cameron Kester, M.A., well known in Ontario and Quebec newspaper circles. Mr. Kester is an experienced journalist and will no doubt keep the Signet up to its present high standard. The former editor of the paper, W. V. Attley, has been forced to retire through ill health.

The Woman's Century Publishing Co., of Toronto, has assigned. "Woman's Century" was a monthly publication devoted to the interests of women's organizations. It was started about ten years ago by Mrs. Campbell MacIvor, who recently retired from the management. Mrs. J. Laidlaw and Mrs. Ald. L. A. Hamilton have been connected with the management. It is said that there are no assets and that the liabilities are about $80,000.

Mr. George L. Wilson of the advertising staff of The Globe, and one of the veterans of Canadian newspaperdom, has been granted two months' leave of absence, during which, accompanied by Mrs. Wilson, he will visit a daughter, Mrs. See, at Pasadena, California. Mr. Wilson was yesterday presented with a wardrobe trunk. The presentation was made by Mr. W. G. Jaffray, President. Words of appreciation were also spoken by Mr. Stewart Lyon, Editor, and by Mr. William Findlay, Business Manager.

A highly amusing mock trial was staged at the Labor Temple by members of Toronto Typographical Union, No. 91, who are on strike, for the entertainment of their fellow-strikers. The "prisoner" was tried and convicted of keeping an illicit still, the jury evidently basing its verdict on a sample of the "evidence" which the jurors demanded and consumed. The prisoner's defence was that the concoction he had brewed was vinegar, but although some of the jurors were inclined to agree with him, the majority felt the evidence was too strong to warrant an acquittal. R. H. Nott played the part of the judge, while among the other characters were: "Constable," Seth Mawson; Charles Rowatt, as "Tony," a banana peddler; Arthur Hardy, prosecutor, and D. Fitzpatrick and James Gairdner, counsel for the defence.

On the eve of his departure for New Haven, (Conn.,) where he will join the staff of the New Haven Evening Register, his associates on The St. John Telegraph and The Times assembled in the business office of the newspapers to bid farewell to Ralph H. Watts, who has been connected with the advertising department of the papers for the last twelve years, for ten years as manager of that department. In a speech in which he expressed the regret of the management and his associates at his departure, E. W. McCready, president of The Telegraph and Times Publishing Companies, presented to Mr. Watts, on behalf of the business, news and editorial staffs, a pearl and diamond scarf pin as a souvenir of his connection with the office and wished him success in his new field. Mr. Watts replied, with evident feeling.

Phone Adel. 5458 *Night Phone Jct. 2987*

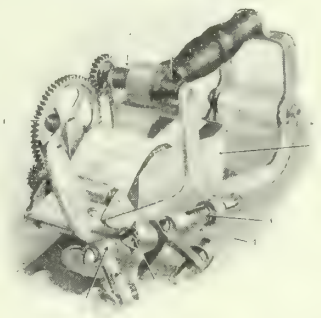
A Few Choice
REBUILT MACHINES

540—No. 43 Optimus Press, bed 28½x41
521—Scott Drum Cylinder, bed 24½x31
409—11x17 Auto Press, hand fed
539—14x22 Colts Armory
530—12x18 Auto Press
486—18x22½ Falcon Press
1695—10x15 Golding Press with direct connected motor, 25 cycle 220 volt, single phase
1691—11¼x17½ Haddon Safety Press
1670—38" Auto Seybold Cutter
497—19" W. & B. Lever Cutter
502—16" Challenge Lever Cutter
396—New Jersey Wire Stitcher, ¾ in.
512—No. 7 Brehmer Wire Stitcher
536—No. 8 Brehmer Wire Stitcher on Stand
529—New Jersey Wire Stitcher, ½ in.
442—24" Rosback Treadle Perforator
407—500 lbs. Metal Pot, gas

10 SECOND HAND CABINETS

STEPHENSON, BLAKE & CO.
C. H. CREIGHTON
Manager
130 West Wellington Street, TORONTO

The 1922 Wing Aluminum Mailer
BETTER THAN EVER. SPECIAL FEATURES.



1. Cast Aluminum paste dish, lighter and stronger,—no soldered joints for acid to attack and eventually fall apart.
2. New Lug on knife shaft, stronger, insuring accurate adjustment at all times.
3. New Clutch Spring.
4. Lock Nut on rocking plate bearing.
5. New Tension Spring better adjustment.
6. Larger bearing on large gear screw
7 and 8. Additional pin in thumb roller.

Buy the lightest and easiest to handle Mailer on the market. Will stand the gaff.

For sale at your printers' supply house or for prices and further details, write

Chauncey Wing's Sons
LABEL ADDRESSING MACHINES
Greenfield, Mass., U.S.A.

Brass Rule Made to Order *Roller Composition and Casting*

GEO. M. STEWART

PRINTING and BOOKBINDING MACHINERY

TYPE and SUPPLIES

92 McGILL STREET, MONTREAL
PHONE MAIN 1892

Thoroughly Rebuilt Cylinder and Platen Presses, Paper Cutters and Machinery of all kinds for Printers, Bookbinders, Box Makers, etc. Write and state your requirements.

Preferment in public office has come to Mr. Arthur R. Ford, now managing editor of the London Free Press, and formerly an alderman in Ottawa where he was also engaged in newspaper work. Mr. Ford has been unanimously elected president of the Kiwanis Club of London.

As a token of the high esteem with which he is held by the members of his staff, Walter E. Gunn, advertising manager of The London Free Press, was the recipient on December 24 of a handsome fountain pen, presented on behalf of the advertising department, by Mme. Doraldina, motion picture star, who was a visitor in the city.

Miss Helen M. Horlick has accepted a position with the Sentinel-Review Publishing Company at Woodstock, and began her duties with that firm on Tuesday, Jan. 2nd. Miss Horlick is a practical printer and has been on the staff of The Weekly Enterprise, Port Burwell, for seven years, the last three of which she has efficiently filled the position of forelady.

Many interesting subjects were covered at a recent meeting of the Toronto Women's Press Club. Among the speakers were Miss Delamoure, on the subject of "What I Have Learned by Conducting a Young People's Page;" Miss Mary Houston, on "Poetry for Children;" Miss Dora Smith, "Illustrations and Pages for Children;" Miss Agnes Swinarton, "Children's Stories;" Mrs. Ringland, "Juvenile Literature from a Canadian Standpoint," and Miss Hazel Cleaver, on "Sunday School Publications." A notice of motion was brought in by Mrs. Elliott, "That the Toronto Women's Press Club ask the Canadian Women's Press Club to discuss at their next meeting the advisability of requiring all members in the Canadian Women's Press Club to maintain their membership in their local club."

Robert Munn, one of the oldest printers in Toronto, and until his retirement on pension, two years ago, continuously connected with The Mail and Empire since its first issue in 1872, was the recipient of a pleasant Christmas remembrance from his old associates. The presentation was made, on behalf of The Mail and Empire composing room staff, by Mr. William Squarey, the oldest active member of the chapel. The chapel chairman presided. Mr. Munn is a veteran of the Fenian Raid. About a year ago, owing to advancing years, he decided to retire, and was placed on the union's pension list, besides receiving a special allowance from The Mail Printing Company in recognition of his long years of excellent and faithful service.

Announcement was made yesterday by the office of the Passenger Traffic Manager of the Canadian National Railways, that Mr. W. C. Riddell had been appointed Advertising Agent, covering all lines of the system between Port Arthur, Ontario to Quebec City, with headquarters at Toronto. Mr. Riddell is well known in newspaper and railway circles, both in Eastern and Western Canada. He entered the railway advertising field in 1902, when he joined the Grand Trunk Railway System at Montreal. In 1918 he was transferred to Winnipeg as Advertising Agent of the Grand Trunk Pacific Railway. Since the co-ordination of the Grank Trunk Pacific with the Canadian National, he has been identified with the advertising and publicity work of the joint interests in Winnipeg. His appointment at Toronto takes effect at once.

With the object of giving to Toronto the publicity which it deserves, particularly as a tourist and convention city, a new organization to be known as "The Toronto Publicity Bureau" has just been established under the auspices of a joint committee of several civic bodies. The bureau starts on its career with an ambitious list of objects which it will seek to attain. In addition to its aim to secure the holding of conventions in the city—and the initial objective is to be 300 conventions per year—the bureau will seek to help increase Toronto's population by placing before people seeking new homes and spheres of effort, Toronto's social, educational and general advantages; to attract tourists to Toronto; to publish booklets, secure write-ups describing Toronto in railway and steamship publications, magazines and journals; to induce motor tourists to come to the city; to furnish writers and speakers with statistics and general information regarding the city; to "promote a better community spirit and civic life by advertising in an intensive way Toronto to its own citizens;" to promote the decoration of our streets and business houses at appropriate times, and in other ways to help for the betterment of the city.

Marking Act Postponed

According to a communication received from Government sources at Ottawa the "Marking Act" which was due to come into effect January 1st, has been postponed. The text of the communication reads as follows:

Ottawa, January 13th, 1922.

Referring to your inquiry of the 5th instant, I have the honor to advise you that the enforcement of the Amendment to the Customs Tariff providing for the marking of imported goods and regulations thereunder has been postponed by the order in council until after the close of the next session of Parliament.

E. S. SANDERS,
Chief Clerk for Commission.

From printer's devil to the ministry is the pathway being travelled by Victor Veary, 74 Asquith Avenue, Toronto, who started as office boy with The Monetary Times, rose to Assistant Editor in six years, and has just severed his connection there to take up study for the ministry. He is studying at the Toronto Bible College.

"Goblin," the monthly comic paper at the University of Toronto, recently won a $420 bet with an advertiser, who was skeptical as to the quality and composition of the circulation of this magazine. In order to prove that their paper was read from cover to cover, originals in the advertising department printed two jokes in two successive issues. The storm of protests which they received from outraged and offended readers, proved the point quite conclusively to the firm in the market for advertising. This firm sent in a check for the sum in question, and it ensures advertising for a year. Had the dodge not worked, the staff of the paper would have forfeited a like sum to the client.

Abundant evidence of the warm regard and high esteem in which Ralph H. Watts, advertising manager of The Telegraph and Times newspapers, is held by the business community of St. John, N.B., was adduced at the complimentary dinner tendered jointly by the Retail Merchants' Association and the St John Advertising Club to Mr. Watts, who left St. John at the beginning of the New Year to take a position on the advertising staff of the New Haven Evening Register. In addresses of marked ability, men prominent in the business, newspaper and advertising circles of St. John, paid tribute to the sterling qualities of the guest of honor and, while regretting his departure, predicted success for him in his new field. A company of more than sixty attended the dinner which was jointly presided over by R. A. Macaulay, president of the Advertising Club, and F. A. Dykeman, president of the Retail Merchants' Association.

Following their organization as a section of the Retail Merchants' Association, the Printers and Publishers of New Brunswick, after devoting the day to the election of officers, and the organization of their section, were the guests of the Association at a delightful, six course dinner. F. W. Daniels, the provincial vice-president, presided as chairman and toastmaster of the evening. Amongst those present were J. D. McKenna of Sussex; H. B. Anslow of Campbellton; Eustace Barnes, C. M. Lingley, Ralph G. McInerney, Frederick Doig, H. F. Munroe and L. D. Munroe, all of this city, of the printers and publishers section, and F. A. Dykeman, A. O. Skinner, A. Neil McLean, R. A. Macauley and A. A. McIntyre. After due justice had been done to the excellent meal provided, the chairman proposed the toast to the King which was responded to by the singing of the National Anthem. He then, on behalf of the Association, extended a hearty welcome to the printers and publishers on their entering the ranks. He said, as a member of the Association he could speak of the many benefits to be derived from it and was confident that the printers would profit equally by it.

Our New Home!



Facilities Service

We have three times the floor space in our new building that we had at our former York Street Premises which enables us to carry **larger, complete and additional lines of stock.** Our facilities for the prompt filling of orders are now unsurpassed. **Service** will be our "key-note" for 1922 and all orders and inquiries will receive immediate attention.

Our Sampling Department is maintained expressly for your benefit—Don't fail to use it!

The following are a few of Our Leading Lines

Writings, Bonds and Ledgers

Caledon White Wove
Consumers Bond (white and 9 tints)
Progress Bond
Bellfast Bond
Superfine Linen Record
Earnscliffe
Empire Linen Bond
Colonial Bond

We carry a complete line of
"Rolland" Papers
with Envelopes to match

Book Papers
MF. SC. Antique, Coated

Blotting Papers
Porcelain Half-tone
Ivory-Enameled
Progress. Antlers. Record.

Bristols
White, Colored. Wedding
Folding. Embossing.
Index Bristol

Blanks
White, Coated, Railroad

Buckeye Cover Paper

Tympan Paper
Cromwell Special Prepared

Non-Curling Gum Papers, etc.

Holliston Mills Book Cloths

O'Bannon's Artificial Leathers

Millboard
Wilson-Munroe "Special"
Balmoral Bennett's

The WILSON-MUNROE CO., Limited

18-20 Duncan Street - TORONTO

CLASSIFIED ADVERTISEMENT SECTION

TWO CENTS A WORD, Box Number as five words; minimum charge is $1.00 per insertion, for 50 words or less, set in 6 pt. type. Each figure counts as a word. Display ads., or ads. set in border, are at the card rates.

FOR SALE

FOR SALE — WHARFDALE PRESS IN fine condition. Inside chase measurement 25 x 21 inches. This press has had extra good care. Will sacrifice for $300. Also 1 h.p., S. P. Motor shafting and belts $100. Thos. Somerville, Brantford, Ont. (p2p)

FOR SALE—ONE ONLY HAND POWER Revolvator Case Piling Machine—Great time saver, enables you to economize floor space, good reason for disposal. For full particulars as to price and demonstrations apply to Wilson Munroe Co., 18-20 Duncan St., Toronto. (P.I.P.)

SAWS FREE—MILLER, LACLEDE SYSTEM Point-Set, Others—Only $5.50. This price includes saw Furnished Free when saw you buy is worn out thru sharpening by us. Let us sharpen your saws until new saw needed and never again will you have to spend another cent on new saws. WONDERSAW, W. 20th St., New York. (p5p)

FOR SALE—WELL-EQUIPPED WEEKLY newspaper and job office in Quebec town. Linotype, cylinder press, folder, platen presses, etc., all in good order. Subscription list of 1,800 at $1.50 and good volume of job work which can be enlarged. Plant and building will be practically given away for cash to quick buyer. Apply Box 828 Printer & Publisher. (p2p)

FOR SALE NEWSPAPER AND JOB printing plant in thriving Ontario town. A big opportunity for the right man. Apply Box 826 Canadian Printer & Publisher. (P.I.P.)

FOR SALE — MILLER SAW-TRIMMER; cost $450; sell for $350; terms; good as new. TYPE, 202, care New York World. (tfp)

FOR SALE—TWO DRAWER NATIONAL Cash Register with motor and lever opener, made specially for printing office, total and separate adder, takes care of no sale, daily and weekly subscriptions, advertising, job work, news sales, petty sales, number of customers. Most complete and up-to-date. Have sold the franchise of the Review and no further use for so up-to-date machine. Will sell or trade for smaller. Apply Review, Peterboro, Ont. (P.I.P.)

BINDERY PLANT FOR SALE: Going concern with nice steady business. Good Opportunity for practical man to open up trade bindery; no other Trade Bindery in this city. Will sell complete or would consider selling half interest to good live man.

THE TILLEY PRESS
Edmonton, - - - - - Alberta.
(P.I.P.)

Printing Machinery FOR SALE

The following list of printing office and bindery machinery, being part of the job plant of the Fort William Morning Bulletin, is offered for sale at bargain prices.

1 Model 5 Mergenthaler Linotype, complete with magazine, one font of 8 pt. two letter matrices, gasoline burner and electric motor.
1 Cottrell 2 revolution, 4 roller Cylinder Press, bed 35" x 55", with motor.
1 Brown Folding Machine, range 18 x 24" up to 36" x 48", with A. C. Motor.
1 Chandler Job Press, 12" x 18", with rollers and chases.
1 Chandler Job Press, 8" x 12", with rollers and chases.
1 Two H.P. A. C. Motor with starting switch.
1 Rosback Wire Stitching Machine, capacity one inch, with motor.
1 Oswego lever Paper Cutter, 30".
1 Rosback foot power Perforator, 20".
1 Challenge Proof Press, 10" x 30".
1 Rouse Mitreing Machine.
2 American Lead and Rule Cutters.
1 Jacques & Son Table Shear, 38".
1 Standing Press, 21" x 27".
1 Latham Backing Press, 20".
1 Bench type Bundling Press.
Quantity of Shafting, Belts, Pulleys, etc.

If interested write or wire for further information and prices. Address:

THE TERMINAL PUBLISHING CO., Ltd.
Port Arthur, Ont.

COMPOSITORS WANTED

PRINTERS—SATURDAY NIGHT PRESS can give permanent employment under contract to one or two good job or make-up compositors. You will be paid according to ability, and you will be working in a brand new composing room with all modern equipment. Send us your name in confidence and we will arrange to have you visit us at our expense. If your application is accepted, your transportation and moving expenses will be paid. Tell us the kind of work you have been doing and if we cannot place you immediately, we will keep you in touch with openings as they occur. Saturday Night Press, 73 Richmond St. W., Toronto. (p3p)

POSITION WANTED

ALL-AROUND PRINTER OPEN FOR EN-gagement in small town or with manufacturing plant doing own printing. Capable of taking charge. Steady and reliable. Married. Box No. 830. (1p)

WOMAN With several years' experience, country editor's assistant, wishes similar position or would take charge of small weekly. Used to writing everything in paper from ads. to editorials. Good proofreader. Knowledge of linotype operating and typing. Used to handling public. Good references. Write Box 824 Printer and Publisher. (p1p)

OPPORTUNITIES

THE COMPOSITORS' OPPORTUNITY
The Lanston Monotype Machine Company maintains Free Schools in Philadelphia, New York, Chicago and Toronto to which compositors are admitted for instruction in the operation of the keyboard. Steady employment and good wages are always to be had for Monotype Keyboard Operators. For further information apply to LANSTON MONOTYPE MACHINE COMPANY. (P.I.P.)

APPRENTICES—LOOK—I CAN HELP YOU make money in your spare time. Right in your own town. No experience necessary. Write for detailed information. Sent by return mail. Write and write now. Box 703 Printer and Publisher. (pmp)

WANTED — PARTICULARS OF a double-feed reciprocating platen printing machine. Will makers send particulars to Information, care of MacLean Publishing Co., Ltd.

SERVICE

If you want first class color and line engravings, come to us.
We are equipped to handle all sorts of color and line engravings.
Satisfaction guaranteed. Let us know your requirements.

NATIONAL PHOTO COMPANY LIMITED
10 St. Genevieve Street, -:- Montreal, Que.

M. 160

TO OUR CUSTOMERS

The PROGRESSIVE PRINTERS

OF CANADA

Greetings for the New Year

With January 1922 we commence our twelfth year of business in the Dominion. Our plant and machinery having doubled since we started in 1911, we are in a position to cope successfully with the trade revival that all confidently expect. We feel sure of your continued support, which has been so gratifying to us in the past, and you may be sure of continuing to receive as heretofore the

"Penrose's Annual" Grade of Printing Inks.

SHACKELL, EDWARDS & CO.
LIMITED

127 Peter Street **Toronto, Canada**

BINDERY MACHINERY AND SUPPLIES

The complete line—everything you need for your bindery

Bindery Machinery—

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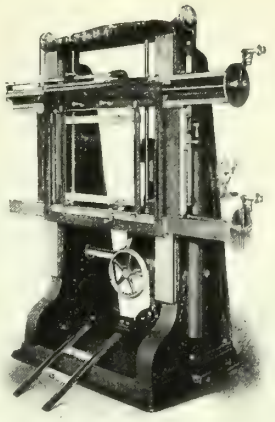
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The Lithotex Corporation solicits your order for one of its installations consisting of step and repeat machine, cameras, printing frame, machine for placing designs on printing rollers and processes; or for any part thereof that may be useful in your business.

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Canada Machinery Corporation, Limited
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Where Machines Will be Made Upon Order

Machines and processes covered by the following Canadian patents:

Pat. No.	Date	Pat. No.	Date
131,305	Feb 28, 1911	140,323	May 14, 1912
136,203	Oct. 17, 1911	140,760	May 28, 1912
137,277	Dec. 12, 1911	141,157	Oct. 8, 1912
137,391	Dec. 19, 1911	143,172	June 18, 1912
137,392	Dec. 19, 1911	146,285	Mar. 4, 1913
137,393	Dec. 19, 1911	149,258	July 15, 1913
139,317	Mar. 26, 1912	149,259	July 15, 1913

C & G TRIMMITER

Saws, Trims and Miters

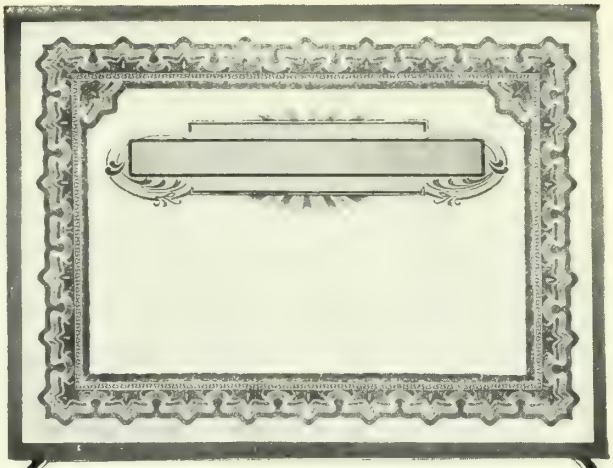


A new method of sawing, trimming and mitering is embodied in the C.&G. Trimmiter. Work is arranged in front of the gauge—a distinct advantage over other machines. Side gauge is instantly adjusted, saving valuable time on every operation. Table can be raised or lowered to trimming or slitting position. It combines precision, accuracy, simplicity, speed and safety. Users agree that it is the most efficient and economical tool of its kind ever produced. **You can use it to paying advantage. Send for details.**

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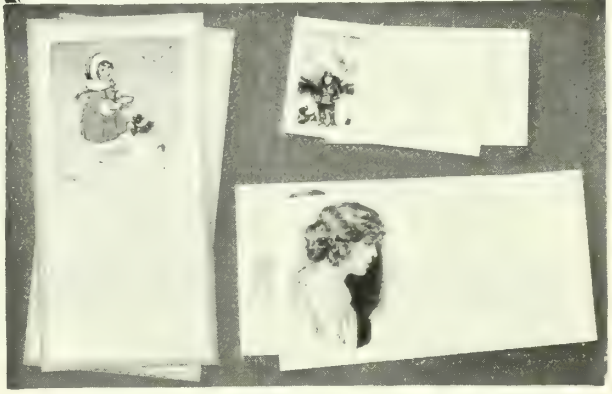
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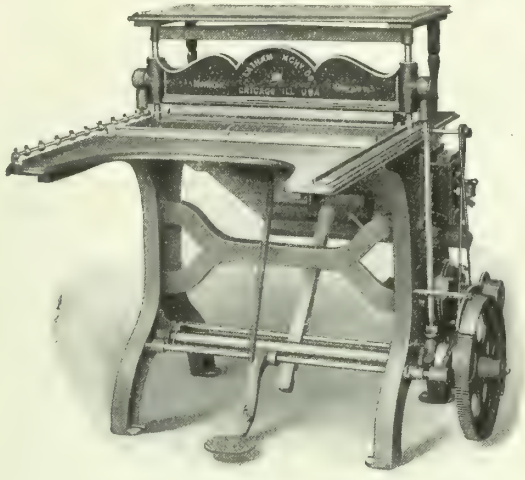
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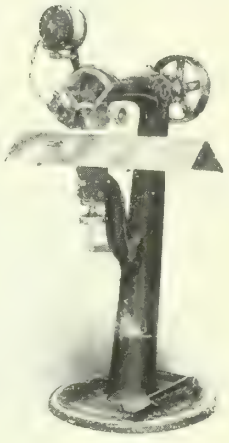


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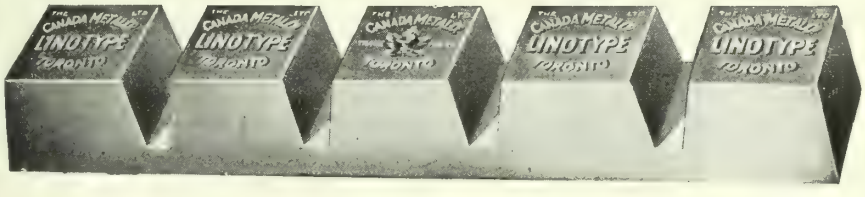


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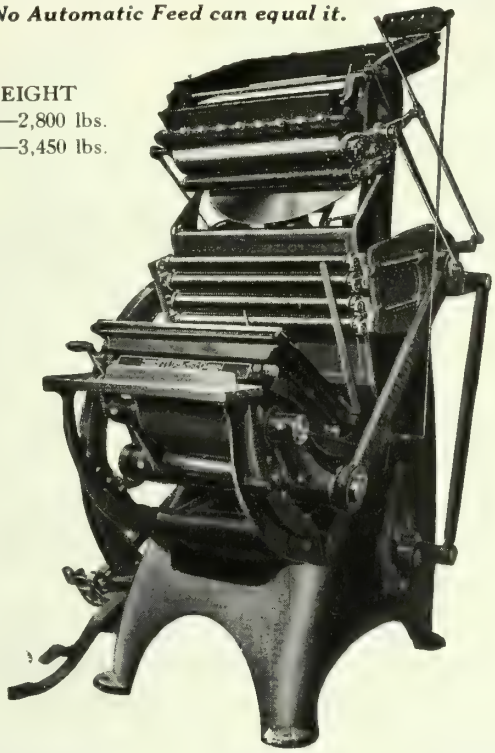
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Franklin, Mass.

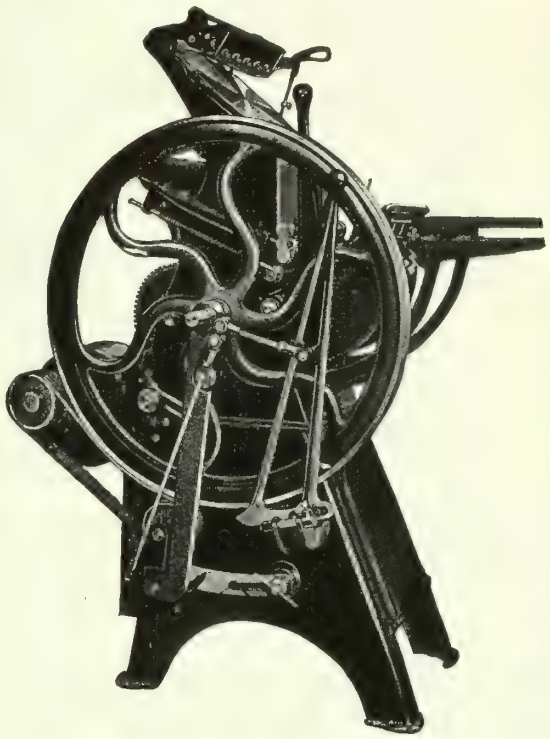
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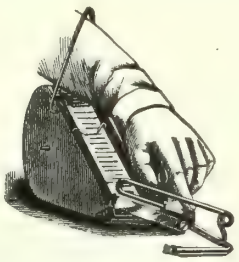
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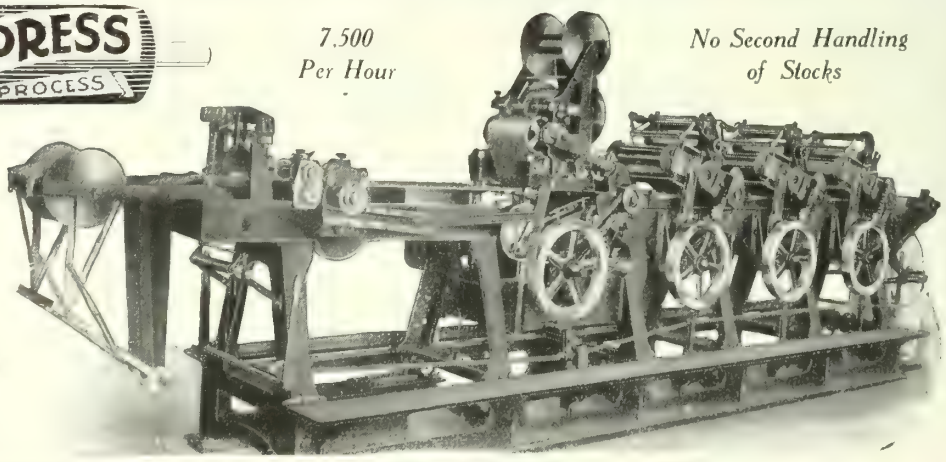
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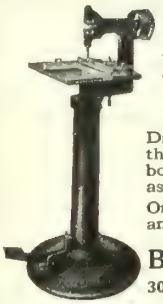
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FAST SERVICE—Send in your copy and size and we will make your sign and ship it to you in TWO DAYS' time to any part of Canada.

NATIONAL SIGN CO.

36-38 DUNDAS ST. WEST, TORONTO

Signs in Wood, Metal, Glass, Brass

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Legge Bros., Toronto, Ont.
National Photo Engraving Co, Montreal.

ENVELOPE MANUFACTURERS
Toronto Envelope Co., Toronto.
Dawson Ltd., W. V., Montreal and Toronto.

ESTIMATING AND COST SYSTEMS
Porte Publishing Co., Salt Lake, Utah, U.S.A., and 32 Temperance St., Toronto.

FEATURES AND READY PRINT SERVICE
International Syndicate, Baltimore, Md

GUMS, PADDING AND PASTES
Beveridge Supply Co., Ltd., Montreal, Que.

INK (PRINTING) MANUFACTURERS
(*Including Bronzing Powders.)
Ault & Wibourg Co., Toronto, Ont.
Canada Printing Ink Co., Toronto.
Columbia Printing Ink & Roller Co., Vancouver, B. C.
Dominion Printing Ink Co., Ltd., Toronto.
Huber Ink Co., Toronto.
Manton Bros., Toronto, Ont.
Shackell, Edwards & Co., Ltd., Toronto.
Sinclair, Valentine & Hoops, Ltd., Toronto, Ont.

LEADS, SLUGS AND TYPE
DeCarle-Wareham Co., Toronto.
Great Western Smelting & Refining Co., Vancouver, B.C.
Miller & Richard, Toronto, Ont.
Stephenson, Blake & Co., Toronto.
Toronto Type Fdry Co., Ltd., Toronto, Ont.
Westman & Baker Limited, Toronto.

LITHOGRAPHERS
Goes Lithographing Co., Chicago, Ill.

MAILING MACHINES
Miller & Richard, Toronto, Ont.
Chauncey Wing's Sons, Greenfield, Mass.
Pollard-Alling Co., New York, N.Y.
Rev. Robert Dick Estate, Buffalo, N.Y.

MAILING GALLEYS
Miller & Richard, Toronto, Ont.
The Challenge Machinery Co., Grand Haven, Mich.
Toronto Type Fdry Co., Ltd., Toronto, Ont.
Westman & Baker Limited, Toronto.

METAL
(For all kinds of Typesetting Machines and for stereotyping purposes.)
Canada Metal Co., Limited, Toronto.
Great West Smelting & Refining Co., Vancouver.

METAL FURNITURE
De Carle-Wareham Co., Toronto.
Miller & Richard, Toronto, Ont.
Mono-Lino Typesetting Co., Toronto.
The Challenge Machinery Co., Grand Haven, Mich.
Toronto Type Fdry Co., Ltd., Toronto, Ont.
Westman & Baker Limited, Toronto.

MOTORS AND TRANSMISSION
Hall Co., Inc., Thomas St., New York City.
Kimble Electric Co., Chicago.
Leslie Electric Co., Toronto.
Manton Bros., Toronto, Ont.
Toronto Type Fdry Co., Ltd., Toronto, Ont.
Westman & Baker Limited, Toronto.

NOVELTIES
Bastian Bros., Cobourg, Ont.

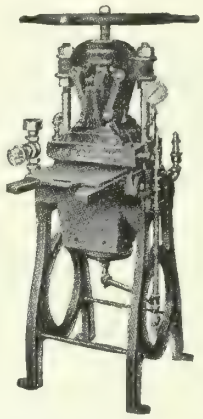
PAPER MANUFACTURERS AND DEALERS
Beveridge Supply Co., Ltd., Montreal, Que.
Buntin, Gillies & Co., Ltd., Hamilton, Ont.
Butler & Jones, Toronto, Ont.
Canada Paper Co., Toronto.
Dawson Ltd., W. V., Montreal.
Don Valley Paper Co., Toronto, Ont.
Esleeck Mfg. Co., Turner's Falls, Mass.
Halls Paper Co., Ltd., Fred. W., Toronto, Ont.
McFarlane, Son & Hodgson, Montreal, Que.
Niagara Paper Mills, Lockport, N.Y.
Ritchie & Ramsay, Ltd., Toronto, Ont.
Rolland Paper Co., Ltd., Montreal, Que.
Butler & Jones, Toronto.
Scott Ltd., J. & J., New York City.
Ticonderoga Pulp & Paper Co., New York.
United Paper Mills, Ltd., Toronto.
Whyte Paper Co., Ltd., Toronto.
Wilson Munroe Co., Toronto.

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Butler & Jones, Toronto.

PAPER, TYMPAN
Cromwell Paper Co., The, Chicago, U.S.A.
Smith, Davidson & Wright, Limited, Vancouver, B.C.
The John Martin Paper Company, Winnipeg, Manitoba, Calgary and Edmonton, Alta.
Wilson-Munroe Co., Ltd., Toronto.
The Federal Paper Co., Montreal, Que

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Make your own rubber stamps with very little extra equipment.

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LIMITED

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Sales Offices in All Cities

Manufacturers of

Celluloid Buttons, Advertising Novelties and Signs, Parade and Convention Badges, Metal Advertising Novelties, Metal Name Plates, Pin Wheels, Baby Rattles.

We wish to thank Our CANADIAN NEWSPAPER FRIENDS

for one of the best years we have ever had.

(But we expect to top this in '22)

The International Syndicate

22 Years of Unfailing Feature Service

BALTIMORE, MARYLAND

Buyers' Guide

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(Includes Cylinder and Job Presses, Gauges, etc. See Embossing, Eq.)
Babcock Printing Press Co., New London, Conn.
Golding Mfg. Co., Franklin, Mass.
Goss Printing Press Co., Chicago.
Hoe & Co., R., New York.
Linotype & Machinery, Ltd., London, Eng., and 68 Temperance St., Toronto.
Miller & Richard, Toronto, Ont.
Machine Builders Ltd., Montreal.
New Era Mfg. Co., Patterson, N.J.
Toronto Type Foundry Co., Ltd.

PAPER RULING EQUIPMENT
Hickok Mfg. Co., Harrisburg, Pa.
Stephanson, Blake & Co., Toronto, Ont.

RUBBER STAMP OUTFITS
Barton Mfg. Co., The, New York, N.Y.

SIGNS
National Sign Co., Toronto.

TINNING, ETC.
Cooper Calendar Metal Co., Toronto.

TYPE-HIGH MACHINES
The Challenge Machinery Co., Grand Haven, Mich.
Westman & Baker Limited, Toronto.

TYPE, LEADS AND SLUGS
(Includes Type of all kinds—Wood, Brass or Lead.)
York, N. Y.
DeCarle-Wareham Co., Toronto.
Great Western Smelting & Refining Co., Vancouver, B.C.
Stephenson, Blake & Co., Toronto.
Westman & Baker, Ltd., Toronto.

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THE hardest thing in the wide world to measure is service—it can take on so many attributes ¶ The above is the mark of the Franklin Printers Service a world-wide institution

Thousands of printers say its value can only be measured in terms of actual business success

The subscription price is small
The returns exceedingly great

Write for special 60-day guarantee offer

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Canadian Linotype, Ltd., Toronto.
Lanston Monotype Machine Co., Toronto.
Stephenson, Blake & Co., Toronto.
Manton Bros., Toronto, Ont.
Megill, Ed., 60 Duane St., New York City.
Miehle Printing Press & Mfg. Co., Chicago.
Morrison Co., J. L., Toronto, Ont.
Premier & Potter Ptg. Press Co., Inc., New York
Stephenson, Blake & Co., Toronto.
The Challenge Machinery Co., Grand Haven, Mich.
Toronto Type Foundry Co., Ltd.
United Printing Machinery Co., Boston.
Westman & Baker Limited, Toronto.

PRESSES, ROTARY
Goss Printing Press Co., Chicago, Ill.
Hoe & Co., 504-520 Grand St., New York.

PRINTING PRICE LISTS
Porte Publishing Co., Toronto.

"REDUCOL"
Manton Bros., Toronto.

ROLLERS
Canada Printing Ink Co., Ltd., Toronto.
Columbia Ptg. Ink & Roller Co., Vancouver, B.C.
Manton Bros., Toronto, Ont.
Sinclair & Valentine, Toronto, Ont.

Fast Service and Expert Workmanship on

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When things go wrong call

JAMES BAIN & SON
ENGINEERS AND MACHINISTS
99 Mary St., Hamilton, Ont.

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ELECTROTYPING and Stereotyping at any one of our three plants. All orders filled promptly. Service and quality on every order.

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Montreal Toronto London Windsor

DID YOU MISS PAGE 46?
Better turn back; that's the page you're looking for.

JOB PRESSES RUN PROFITABLY WITH MEGILL'S GAUGES

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Megill's Double Grip Gauge
By the set of 3 with key and extra tongues.

QUICK ON



Megill's Spring Tongue Gauge Pin.
By the dozen or set of 3.

Accurate automatic register is obtained with Megill's Automatic Register Gauge. Saves its costs quickly in doing color or other fine register work on the job press. Free booklet.

Get them from your Type Founder or E. L. Megill, Pat. and Mfr., 60 Duane St., New York

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AND INSTALLATIONS

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Telephone Adelaide 1194

Padding Composition *Flexible Glues*

The

Columbia Printing Ink & Roller Co.

Manufacturing

Fine Printing Inks

and

"Hercules" Printers' Rollers

ALL SIZES FOR ALL CLIMATES

Show Card Inks—Artists' Drawing Inks—Marking and Stencil Inks (soluble in oil or water)—Rubber Stamp Inks—Laundry Inks—Steel Die Inks—Artists' Oil Colors —Label Paste for Tin or Glass.

1063 Hamilton St., Vancouver, B.C.

He Built a $6,000,000 Business with a House Organ

¶ One of America's foremost big executives—president of a concern that raised its sales in 15 years from $350,000 to $6,000,000 a year with the aid of a house organ which he personally and exclusively edited—reveals the inside story of his remarkable achievement in an article told by the executive himself in his own inimitable style, and not by a mere, theoretical "good writer," in the current issue of

THE PRINTING ART

¶ This article is typical of THE PRINTING ART'S progressive policy of bringing to its readers the latest and most authoritative word on the use of printing and printing advertising as practical, profitable business utilities.

For example, Robert Ruxton's famous course of instruction on "Selling by the Printed Word," wherein he explains the principles by which he obtains his extraordinary results in printing advertising, has been obtained at great expense and is running every month in The Printing Art.

Every issue is filled with *practical* articles by America's leading authorities on design, layout, color, art, typography and allied subjects and profusely illustrated with exclusive and artistic color inserts The Printing Art, known as "the fashion-plate of printerdom," is considered the foremost publication in the advertising and graphic arts field by those who ought to know.

A "Show Me" Offer

The Printing Art stands squarely on its merits and confidently makes the "show me" offer embodied in the coupon below. Simply sign and mail the coupon today. The Printing Art will start going to you at once—beginning with the number containing the great house organ article described above.

The Printing Art, Cambridge, Mass.

Gentlemen: Please send me The Printing Art for one year, beginning with the number containing the article on the famous house organ. You may send me a bill for $4.00 (Canada, $4.50; Foreign, $6.00) to cover this subscription, which I agree to pay promptly, on the condition that if, after receiving three issues, I am not perfectly satisfied, you are to refund the money without question and I am to keep the three issues without obligation.

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Street

x City and State

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(TINNING)

FOR YOUR CALENDARS, ADVERTISING HANGERS, DISPLAY CARDS, ETC., ARE PROMPTLY AND CAREFULLY HANDLED BY

THE COOPER CALENDAR METAL COMPANY

12-16 PEARL STREET - TORONTO, ONTARIO

PHONE ADELAIDE 5547

THE ONLY SPECIALTY OF ITS KIND IN CANADA

WE ARE COMPLETELY EQUIPPED FOR, AND SPECIALIZE IN METAL EDGING AND METAL SLIDES, AND SOLICIT YOUR PATRONAGE. . . . TRY US ONCE—YOU'LL CONTINUE TO.

RESULTS

That's what the advertisers get when they advertise in the SCOTT'S PRINTER AND PUBLISHER. It reaches the buyers in the

MIDDLE WEST, U.S.A.

Rates on application. Sample copies 20c.

Subscription $2.00 in United States
$2.20 in Canada.

Scott's Printer & Publisher

A. D. SCOTT, *Editor and Publisher*

LINCOLN, NEBRASKA

SERVICE

"Must Have Them To-Day"



ELECTROTYPES—
STEREOTYPES

The best way to safeguard the quality of your rush orders is to phone us. **Quality work, done rapidly!**

Phone Ad. 1638

Also Long Distance Connections

TORONTO ELECTROTYPE AND STEREOTYPE COMPANY, LIMITED

122 Adelaide Street West, Toronto

READ THE

CONDENSED ADVERTISEMENTS

ON PAGE 46

Your Envelope Department

does not compete with you.

It Sells to and Manufactures for The Trade Only

Remember this when buying
No. 7-8-9 or 10 open side Manilla, White Wove and Cartridge Envelopes.

TORONTO ENVELOPE CO. LIMITED

THE ONLY ENVELOPE MANUFACTURERS TO THE TRADE ONLY

11 BRANT ST. - - TORONTO



THE HOUSE OF COMPLETE STOCKS AND PROMPT DELIVERIES

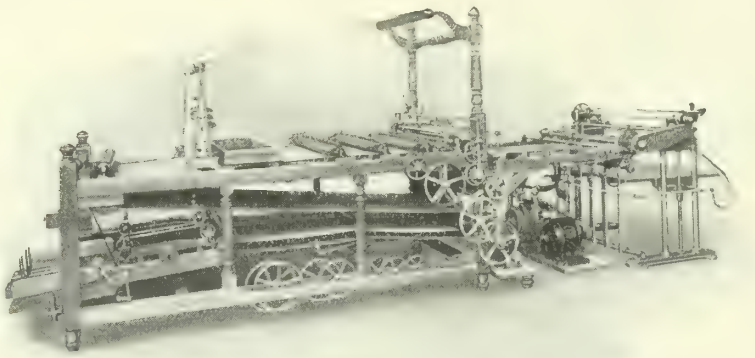
Dealing Exclusively With the Trade

FRED W. HALLS PAPER COMPANY
LIMITED

257--61 Adelaide Street West, TORONTO, ONT.

THE "HICKOK"

Has stood for Quality and Quantity Production for Seventy-Five Years



For three generations the "HICKOK" Paper Ruling Machines and Pens have been the standard the world over. We now offer the trade many new ruling devices. The "HICKOK" Automatic Paper Feeder and the "HICKOK" Card Ruling Machines and Feeders have been perfected by us in the last five years and their success has been unbelievable.

Wherever a firm is found that has stood the test of time and has prospered, there the "HICKOK" Ruling Machines and "HICKOK" Paper Feeders will be found exclusively.

Our prices are higher than our competitors', but cheap machinery is always a liability. The best is none too good.

THE W. O. HICKOK MFG. CO.

Established 1844 HARRISBURG; PA., U. S. A. **Incorporated 1886**

THE HOBBS MFG. CO., 59-61 Hatton Garden, London, E.C., England, Sole Agent, Great Britain and Ireland.
J. P. HEILBRONN CO., Manila, Philippine Islands, Sole Agent, Philippine Islands.
NATION PAPER & TYPE CO., 32 Burling Slip, New York City, Sole Agent, Mexico, Central and South America and West Indies

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"for better printing"



Commercial Black

No. 6305

A medium-priced, high-quality Black, generally suitable for all grades of commercial printing

Sixty Cents

Special price for quantity

MAIL YOUR ORDERS

CANADA PRINTING INK CO.

LIMITED

15 Duncan Street, Toronto

GIVING CHARACTER TO PRINT

THERE is no printing so universally successful as that which depends on simple dignity and commands attention through force of character.

Character in printing is a subtle, elusive quality; easy to recognize but not so easy to achieve. It seldom results from the inspiration of long-haired genius. When found, it is usually the product of sincere, straightforward workmanship, backed by thorough knowledge and armed with adequate tools.

Linotype Typography equips the printer for the production of just such printing. It gives him type-faces designed with careful regard for all the considerations of beauty, utility, and tradition, each face supplied in a complete type family and supplemented with a complete series of perfectly related decorative material.

TYPOGRAPHY

CANADIAN LINOTYPE LIMITED

119 Adelaide St., W., Toronto, Canada.

122.2-A

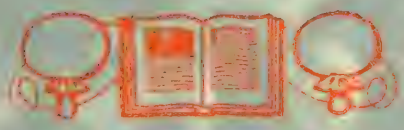
Composed entirely of LINOTYPE *material*

Volume 31, Number 2

February
1922

Toronto, Canada, 1922

THE CANADIAN PRINTER & PUBLISHER

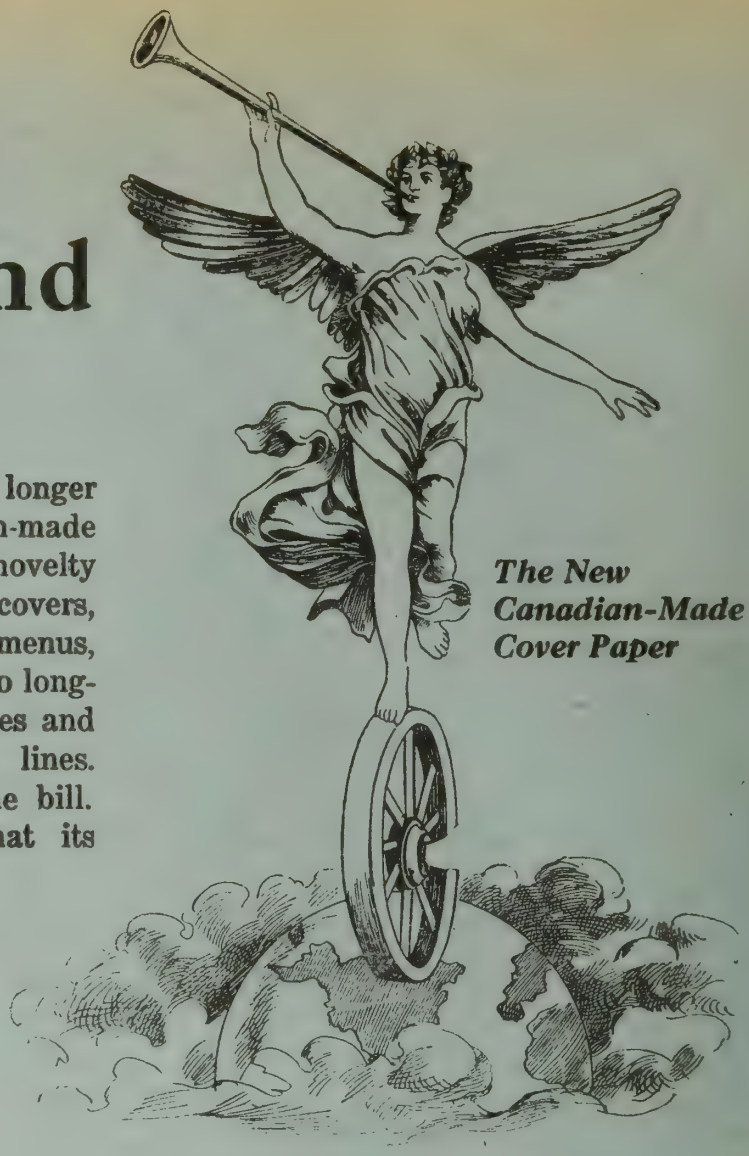


THE MACLEAN PUBLISHING CO LIMITED
TORONTO - MONTREAL - WINNIPEG

Cloudland

COVER PAPER

The Canadian printer no longer has to depend upon foreign-made covers when he requires novelty effects for his booklet covers, pamphlet covers, banquet menus, dance programs, etc. He no longer has to foot exchange rates and import charges for these lines. CLOUDLAND now fills the bill. CLOUDLAND is just what its name implies — a soft white cloud effect upon a blue, green, brown or red background. It is bright and snappy, strong and bulky. You will like CLOUDLAND. **Samples on request.**



The New Canadian-Made Cover Paper

Cloudland is Different!

DISTRIBUTORS:

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Barkwell Paper Co., Winnipeg.
Buntin, Gillies & Co., Limited, Hamilton.
Buntin, Gillies & Co., Limited, Ottawa.
Canada Paper Co., Limited, Montreal.
Canada Paper Co., Limited, Toronto.
Schofield Paper Co., Limited, St. John.
L. P. Turgeon, Quebec.

Made By

CANADA PAPER CO. LIMITED

TORONTO MONTREAL WINDSOR MILLS, P.Q.

MADE IN TRADE MARK **CANADA**

DOMINION
PRINTING AND LITHOGRAPHING
INKS



WHILE appreciating the advantage of orders secured through our salesman we wish to remind the printers of Canada that we give close attention to orders received by Telephone, Wire or Mail. You get what you want when you want it! Right grade, right quality, and quick delivery is always assured.

"Dominion Black" has become a slogan throughout Canada, quality and value have earned the confidence of the printer. For all-round printing specify "Dominion Black." For printing on coated stock use "Superior Halftone Black." Samples if you wish them!

THE
DOMINION PRINTING INK
AND COLOR COMPANY, LIMITED

128-130 Pears Avenue, Toronto, Canada

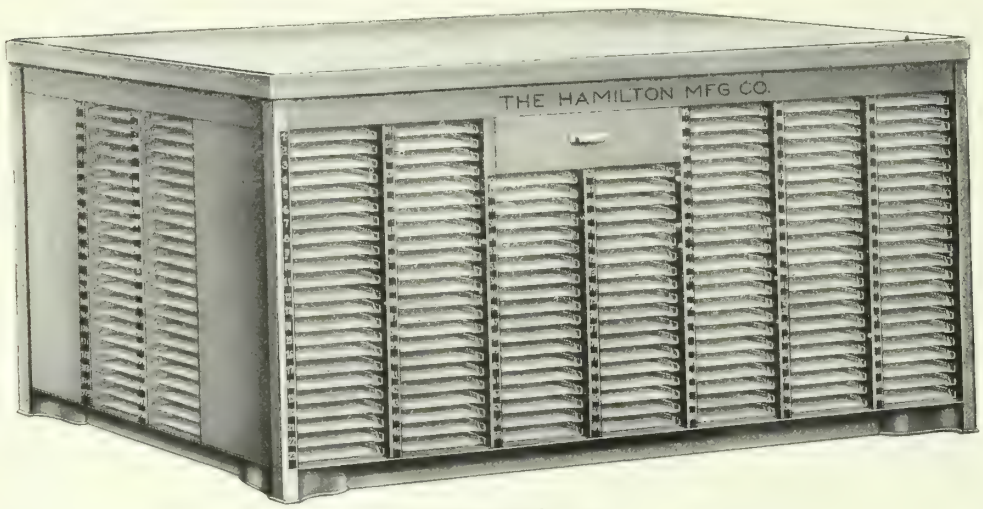
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JOHN MARTIN PAPER CO., LTD.
WINNIPEG CALGARY EDMONTON

CHAS. H. TICE, MANAGER FOR EASTERN CANADA
128 BLEURY ST., MONTREAL
PHONE PLATEAU 2641

Reduce Your Costs

The aggressive printer realizes that if he is to survive the keen competition of today, unnecessary expense must be eliminated and every facility provided to insure maximum production at minimum cost. Hamilton Imposing Tables are a big help. One of the most satisfactory designs is shown below.



Hamilton Table No. 724

Although especially designed for storage of catalog, directory or tariff pages, these tables are equally adapted for storage of every description, providing as they do a place for each page (or form) on individual galley, thereby effecting a real saving in each handling — correcting, proofing, etc.

DETAILS

Made in both wood and steel. Entire base of table equipped with runs for Hamilton Steel Galleys size 8¾ x 13 in. Both sides alike. Each opening numbered on upright.

No. 723 (steel) has a capacity of 398 galleys on runs. Takes iron top 51 x 75; marble top 48 x 72.

No. 4020-A (wood). Same design as No. 723 but has capacity of 380 galleys.

No. 724 (steel) has a capacity of 306 galleys on runs. Takes iron top 39 x 65; marble top 36 x 62.

No. 4010-A (wood). Same design as No. 724 but has capacity of 292 galleys.

Nos. 724 and 4010-A have a deep drawer in each side at top; Nos. 723 and 4020-A have a drawer at each end.

Tables are rigidly constructed and will last for years. If your equipment does not include them it *should*. Order now

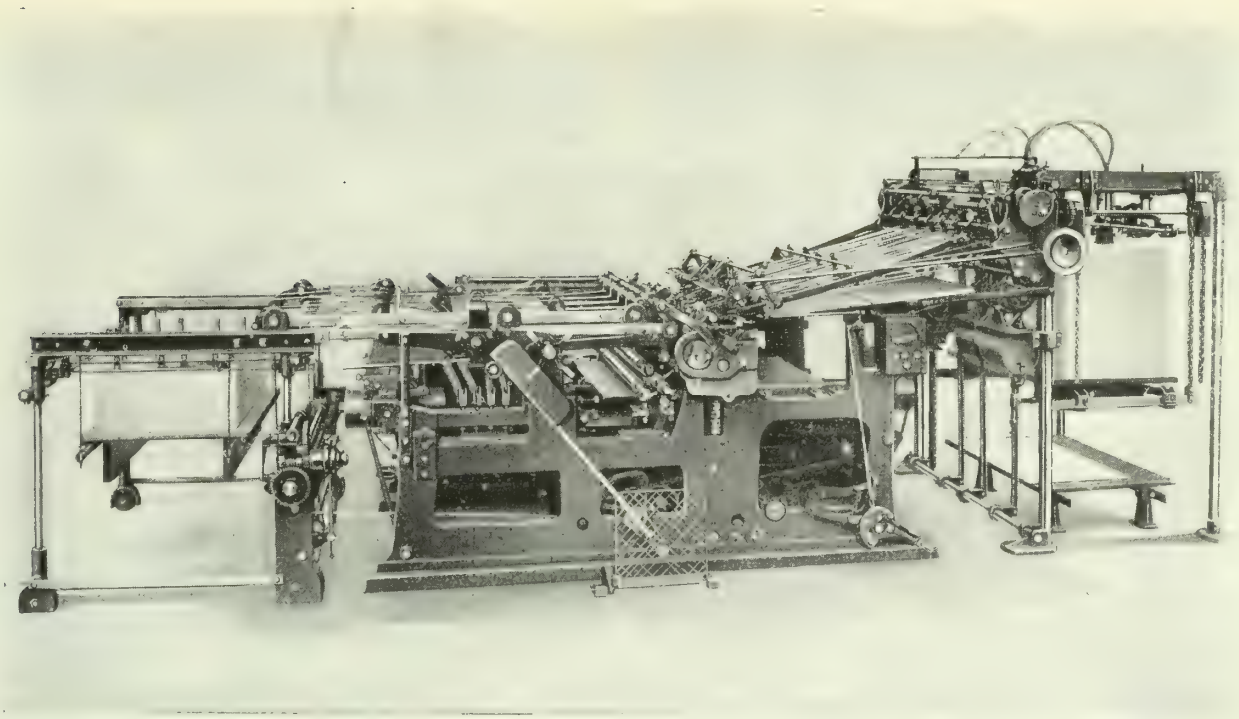
Manufactured by

The Hamilton Manufacturing Company

TWO RIVERS, WISCONSIN

Eastern House, RAHWAY, N. J.

Hamilton Goods are For Sale by All Prominent Type Founders and Dealers Everywhere



If you expect your Pony Cylinder to do a day's work, feed it—*automatically*

Your Pony Cylinder is capable of 2500 to 3000 sheets per hour, eight hours a day. Your quality job work requiring Accurate Register, Superior Ink Distribution and Rigid Impression can be produced at this profit-making speed on your pony press by attaching the

Dexter Pony Suction Pile Feeder

Our new Pony Suction Feeder will handle dull coated, high coated, antique, super or machine finish stock, from French folio to 36 point board, as fast as your pony press can deliver.

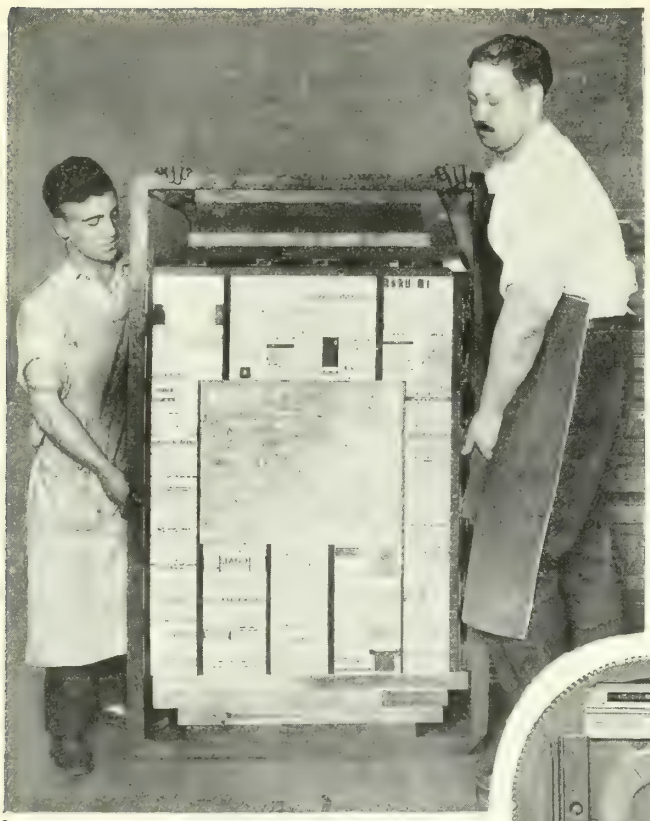
This combination is worthy of your most earnest consideration. Investigate it thoroughly, and convince yourself of the economies of low hour cost, high production and wide range, before adding to your job or cylinder equipment.

For the convenience of printers, pressmen and assistants, we have attached our Pony Suction Feeder to a pony press in our New York Display Room. We welcome all those interested to call and see this new feeder in operation. Hours, 9:30 A. M. to 5 P. M.

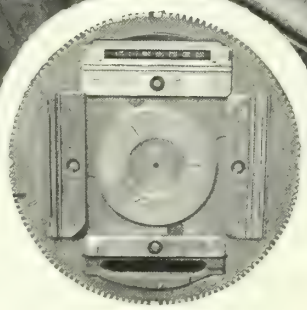
DEXTER FOLDER COMPANY, 28 West 23rd St., New York

Folders, Cross Continuous Feeders, Dexter Pile Feeders, Automatic Clamp Cutters, Kast Stitcher Feeders and Wire-Stitching Folders

CHICAGO PHILADELPHIA BOSTON CLEVELAND DALLAS ATLANTA SAN FRANCISCO



Steve's Stuff in a
Mammoth Two-Color Form





-and, a-Plenty
Still in the Rack

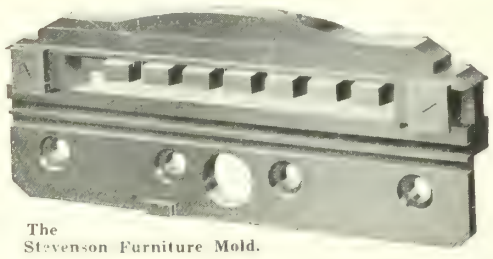
The Stevenson Furniture Mold

produces makeup material that can be cut, mitred, mortised, used over and over, or dumped like dead slugs. One cast, and it is new again. It comes in the handy makeup sizes. A handful or a galleyful. It is quick-action personified. That's why the ad man and the makeup man like it. It is the makeup sizes that are shy in every shop. Every makeup man will tell you so. Your own experience verifies it.

Why Continue the Old Makeshift way?

when Steve's stuff is so much faster, better, and cheap as linotype metal. Cast your own. Ninety per cent. of the type in your forms is cast on your own machines. Why not cast your own space and base?

The old way you never have enough. This new way you always have a-plenty. The old time way is stiff, and cumbersome, and costly. This new way is elastic, flexible, and cheap. Ask to-day and receive full particulars tomorrow.



The
Stevenson Furniture Mold.

Ashton G. Stevenson, Inc.

400 S. Hoyne Avenue, Chicago, Ill.

Monotype Company to Make and Sell Barrett Adding Machines

LANSTON MONOTYPE MACHINE COMPANY, Philadelphia, by way of celebrating the closing of a very satisfactory business year and of emphasizing its firm faith in the future, begs to announce that it has purchased the business, machinery, patents, trade marks, trade name and good will of the

BARRETT ADDING MACHINE COMPANY

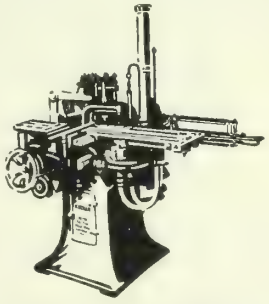
The astonishing similarity between processes under which the Barrett Adding Machines and Monotype Keyboards are manufactured gave to the purchasing Company a most logical means for expansion of its constantly growing business.

THE MONOTYPE

Composing Machine—Type-&-Rule Caster

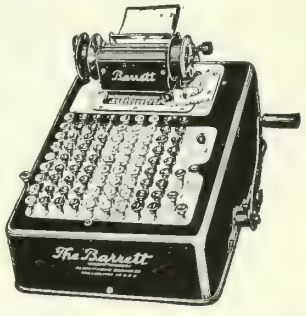


Over 10,000 Monotypes are in use daily in the best printing plants throughout the whole world. Governments, trade plants, direct-mail advertising printers, book and magazine publishers, shops where perfect typography is the stock-in-trade—all use, and *must* use, the Monotype. *Flexibility, quality, speed, service*—these are all Monotype words. The Monotype was the originator of complete non-distribution, and has given to the world profitable single-type composition and the unit system of equipment installation.



THE BARRETT

Adding, Listing and Calculating Machine



The Barrett is a complete calculating machine that adds, subtracts, divides, multiplies and lists; *printing* the proofs of its operations. Two new models are being marketed. Over 12,000 Barretts now are in daily use—one hundred and twenty alone in the offices of one great corporation, The Metropolitan Life Insurance Company, their last order for twelve machines being given in January, 1922. Repeat orders from large concerns show that the Barrett holds its high quality under long service. With the unconditional guarantee of the Monotype factory behind it, the Barrett is the safest buy today of any machine in its field.

This company will now manufacture all models of the Barrett Adding, Listing and Calculating Machines in its factory at Philadelphia, and distribute them through the Monotype organization.

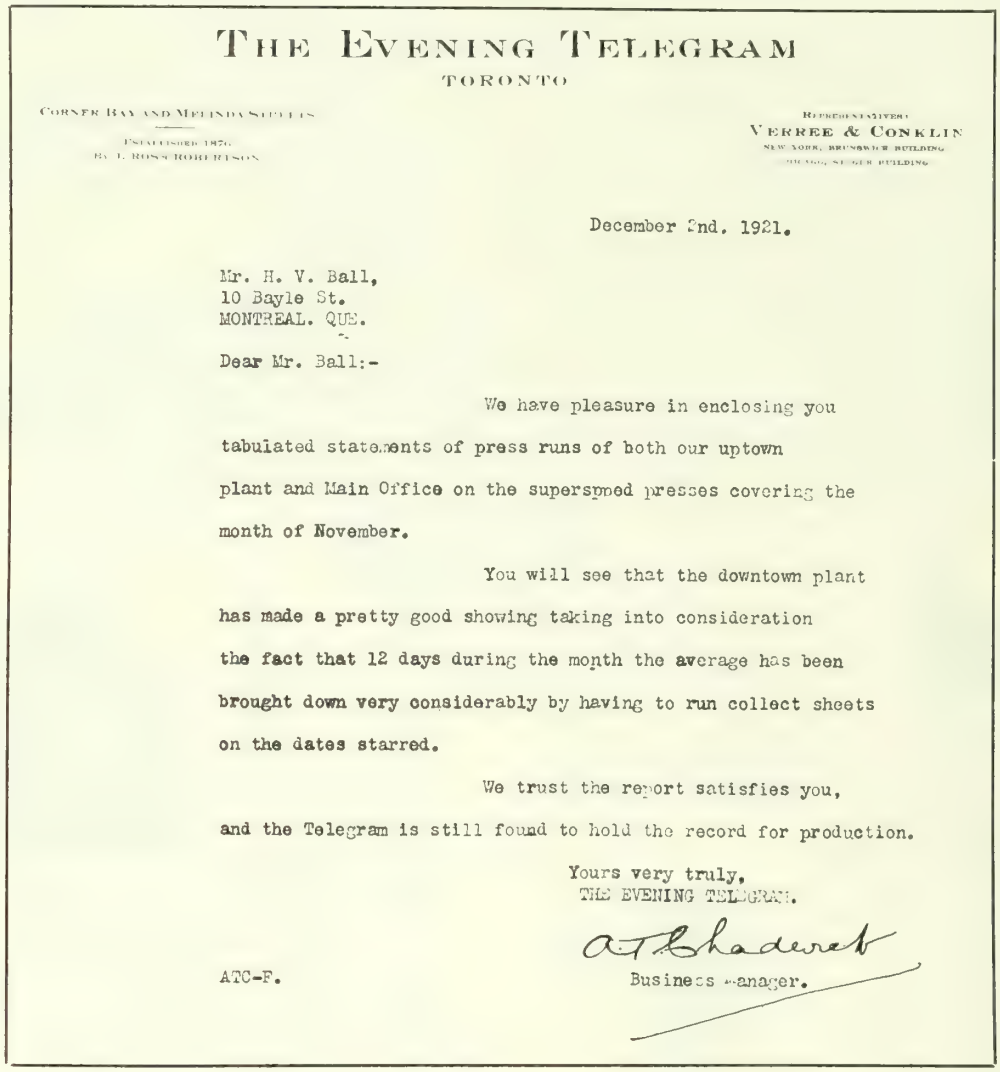
LANSTON MONOTYPE MACHINE COMPANY

PHILADELPHIA NEW YORK CHICAGO BOSTON TORONTO BIRMINGHAM

Monotype Company of California; SAN FRANCISCO

343—January 3, 1922

Net Output is What Counts in the Newspaper Pressroom



THE EVENING TELEGRAM
TORONTO

CORNER BAY AND MELINDA STREETS

ESTABLISHED 1876
BY J. ROSS ROBERTSON

REPRESENTATIVES
VERREE & CONKLIN
NEW YORK, BRUNSWICK BUILDING
CHICAGO, STEGER BUILDING

December 2nd, 1921.

Mr. H. V. Ball,
10 Bayle St.
MONTREAL. QUE.

Dear Mr. Ball:-

We have pleasure in enclosing you tabulated statements of press runs of both our uptown plant and Main Office on the superspeed presses covering the month of November.

You will see that the downtown plant has made a pretty good showing taking into consideration the fact that 12 days during the month the average has been brought down very considerably by having to run collect sheets on the dates starred.

We trust the report satisfies you, and the Telegram is still found to hold the record for production.

Yours very truly,
THE EVENING TELEGRAM.

A T Shaderet
Business Manager.

ATC-F.

Hoe Heavy-Design Presses Equipped with the Hoe Superspeed Rotary Camless Folder, Hoe Patented Automatic Ink Pump System of Distribution and other Exclusive Hoe Features, give a Greater Net Output with Less Paper Wastage than machines of any other make.

Hoe Presses are Designed and Built to do the Best Work in the Most

7 Water Street, BOSTON
827 Tribune Building, CHICAGO

R. HOE

504-520 GRAND STREET,

These Figures Speak for Themselves

Tabulated Statement of Uptown Press, Daily Runs, Uptown Branch, 650 Dupont St.

SUPERSPEED NO. 5 PRESS

Nov.	Pages	Papers printed	Total time in minutes	Average per hour
1	32	26,800	51	31,529
2	30	26,900	66	24,454
3	32	26,900	60	26,900
4	40	26,700	56	28,607
5	36	27,500	62	26,612
8	30	26,700	54	29,666
9	32	26,700	55	29,127
10	36	26,900	71	22,730
11	40	26,900	60	26,900
12	36	27,300	59	27,762
14	28	26,700	55	29,127
15	30	26,700	56	28,607
16	30	26,900	62	26,032
17	32	26,800	53	30,339
18	40	26,800	63	25,523
19	36	27,800	88	18,954
21	28	26,800	56	28,714
22	32	26,700	47	34,085
23	36	27,000	69	23,434
24	36	26,900	58	27,827
25	40	27,000	61	26,557
26	36	27,300	54	30,333
28	28	26,900	53	30,452
29	36	26,900	59	27,355
30	32	26,700	55	29,127
		673,200	1,483	

Average per hour for month 27,236

Average per hour for month, Five rolls 25,650

Average per hour for month, Four rolls 28,890

Tabulated Statement of Bay St. Plant Press Daily Runs.

SUPERSPEED NO. 4 PRESS

Nov.	Pages	Papers printed	Total time in minutes	Average per hour
1	32	31,300	65	28,891
2	30	34,000	74	27,567
3	32	30,400	63	28,952
4	40*	37,400	90	24,933
5	36*	36,800	94	23,489
8	30	31,200	73	25,643
9	32	31,200	68	27,529
10	36*	39,400	91	25,978
11	40*	39,000	89	24,044
12	36*	31,700	92	20,673
14	28	43,200	111	23,351
15	30	37,100	94	23,680
16	30	35,400	95	22,357
17	32	37,200	85	26,258
18	40*	38,800	110	21,163
19	36*	41,600	98	25,469
21	28	32,600	68	28,764
22	32	35,130	69	30,572
23	36*	36,000	90	24,000
24	36*	36,000	85	25,411
25	40*	34,600	77	26,961
26	36*	33,400	76	26,368
28	28	30,800	72	25,666
29	36*	38,600	84	27,571
30	32	35,400	73	29,095
		888,200	2,086	

Average per hour for month 25,547

**Runs marked with Star are collect sheets.*

The above figures are all net and give the actual number of papers produced per hour. The "Total Time in Minutes" is from the start to the finish of the edition including all times consumed in changing paper rolls, as well as all other stoppages from any cause whatsoever. The paper rolls for these presses are carried on brackets in the ordinary way.

What is the Net Output of Your Machines?

Efficient and Economical Manner—Not Merely to Sell at a Price

& CO.

NEW YORK CITY

109-112 Borough Road, LONDON, S. E. 1, ENG.

ANNOUNCEMENT

WE ARE pleased to announce that we have secured the services of Sinclair, Valentine & Hoops, Limited, Toronto, Montreal and Winnipeg to act as our Sole Canadian representatives for "Reducol Compound," this well known pressroom necessity, formerly sold by Manton Brothers.

Sinclair, Valentine & Hoops, Limited, assure present users their best attention in serving them, as they will always keep a large stock of "Reducol" at Toronto, Montreal and Winnipeg.

To those who do not know the merits of "Reducol" we say, "There's a pleasure and surprise in store for you."

For 19 years it has been acknowledged by leading printers, lithographers, box and bag manufacturers to be in a class by itself.

INDIANA CHEMICAL & MFG. CO.

INDIANAPOLIS NEW YORK CHICAGO

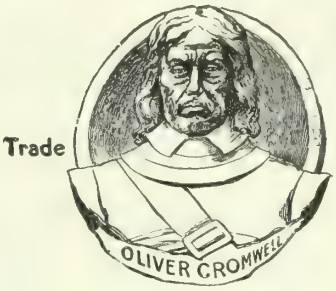
Canadian Representatives

Sinclair, Valentine & Hoops, Limited

TORONTO MONTREAL WINNIPEG

Can You Run 350,000?

—With No Oiling Stops
—With No Replacements
—With No Off-sets
—With No Tympan Trouble?



Cromwell Tympan Papers

—For Long Runs Without Interruptions

We had thought right along, that it didn't make much difference **what** kind of Tympan Paper we used but when the press foreman showed us the results of some close figuring he had been doing, we received a considerable shock. "With ordinary cheap paper," he said, "we have to stop every so often to rub off. We lose time, waste oil, waste rags. Then after a run of a few thousand, trouble arises and we have to stop and remedy the packing. All this is losing time and costing the firm money."

CROMWELL Special Prepared TYMPAN PAPERS eliminate all these interruptions. Draw sheets are always tight—no swelling, and they need never be oiled. Ideal for book work and the highest grade of printing. Ready for quick shipment in rolls of 36 to 75 inches wide. Every roll is fully guaranteed. If any part is defective we will replace roll or refund money.

It Pays to Pay a Little More

MANUFACTURED EXCLUSIVELY BY

The Cromwell Paper Company

Mill and Main Office, Jasper Place, Dept. P. P. Chicago

CANADIAN REPRESENTATIVES:

Smith, Davidson and Wright, Limited, Vancouver, B.C.
The Federal Paper Company, Montreal Que.
The John Martin Paper Company, Head Office: Winnipeg, Man., also Calgary and Edmonton.
Wilson-Munroe Co., Limited, Toronto.

Stationery and Engraving

THE DAY has arrived when every Stationer must be prepared and equipped to exhibit his STATIONERY HANDSOMELY ENGRAVED.

And to show his ENGRAVING upon FINE STATIONERY.

The two are closely bound together.

A reputation for fine engraving helps to sell his stationery.

And vice-versa.

It is the worst kind of salesmanship to spoil a fine sheet of paper by poor, low quality engraving.

We will send, free of charge, to any Stationer A SET OF SIX HANDSOMELY ENGRAVED WEDDINGS, each a different style of beautifully engraved shaded lettering.

And a set of four copper plate style sheets for your Stationery Counter or Salesman.

They show 64 different styles of lettering.

They are PRINTED FROM COPPER PLATES UPON THE FAMOUS WHITING'S WEDDING STOCK and will be an advertisement to your Stationery Department.

Write at once, and be sure and give us the name and address of your engraver, and we will send him duplicates so that you may order from him by style number.

ENGRAVERS MACHINERY COMPANY

OF CANADA, LIMITED

Coronation Building, MONTREAL

A. W. PENROSE AND CO., LTD.
109 Farringdon Road, London, E.C. 1, England
Sale Agents for Great Britain, France and the Orient

ARTHUR HEATH AND COMPANY
91 Queen Victoria Street, London, E.C. 4, England
Sale Agents for Australia and New Zealand

G. TERKELSEN
Bergen, Norway
Sale Agent for Scandinavia

Thoughts For Nineteen Twenty-Two

PRESSROOM equipment selection is governed either by sentiment or manufacturing sense.

¶ Governed by sentiment, the choice is based on personal likes and dislikes, or say-so.

¶ Governed by manufacturing sense, it is based on a thorough investigation of comparative operating advantages—the law of modernization.

¶ The success of the modern manufacturer in other lines is due largely to his alertness on this subject.

¶ When the printer follows the same course, he commercializes his Art, and becomes a successful Manufacturer of Printing.

¶ A profitable start would be to investigate the UNIVERSAL EQUIPMENT BABCOCK PRESS.

The Babcock Printing Press Manufacturing Co.

Main Office and Factory—New London, Connecticut
New York Office—38 Park Row

Miller & Richard

Sole Agents For Canada:

Toronto Winnipeg

YOUR
CATALOG on LOOSE LEAF
IS READY

A complete **86 page** hand book, full of clear illustrations and concise lists of styles and sizes that have proven popular IN CANADA.

A Catalog, conceived, designed and printed in Canada, showing a Canadian line, made by a Canadian company, for the Canadian trade.

OH YES! IT'S LUCKETT'S STERLING LINE OF COURSE

If you haven't received your copy, ask for it today.

VAWTER-LUCKETT, LIMITED

Successors to

LUCKETT LOOSE LEAF, LIMITED

545-549 King St. West

TORONTO

MONTREAL OFFICE—207 St. James St.



THE HOUSE OF COMPLETE STOCKS AND PROMPT DELIVERIES

Dealing Exclusively With the Trade

FRED W. HALLS PAPER COMPANY

LIMITED

257--61 Adelaide Street West, TORONTO, ONT.

HOLLISTON
BOOK CLOTHS

HOLLISTON FABRICS possess superior strength and wearing quality, combined with attractive appearance. They are easily stamped and worked in the Bindery.

Whether it be for SCHOOL TEXT BOOKS or any class of bookbinding there is a fitting and satisfactory binding at your disposal.

The following are two of their most popular lines specially suitable for economical binding of small book work and general job binding.

Rex Vellum

A low price cloth of splendid wearing quality. Can be had in a large range of colors in the

VELLUM FINISH ALSO IN THE T AND SILK PATTERNS

Sterling Linen

Specially manufactured to meet the demand for a Practical Binding cloth at a minimum price.

TWELVE COLORS IN THE LINEN FINISH ONLY

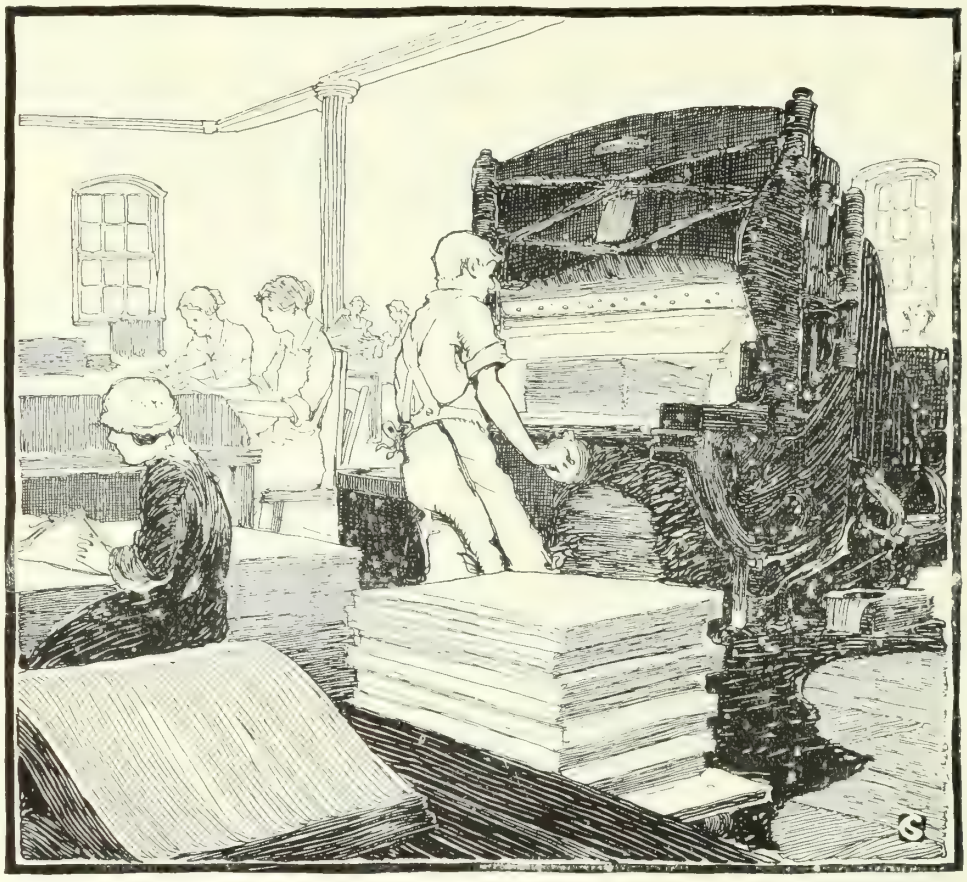
You are invited to consult us any time a Book Cloth question arises.

Sample Books Furnished

THE WILSON-MUNROE CO., LTD.

SOLE CANADIAN AGENTS

TORONTO - - - ONTARIO



After careful examination by hand, the sheets are counted, trimmed and ready for packing.

No. 11 of a Series.

"From Rags To Writing Paper"

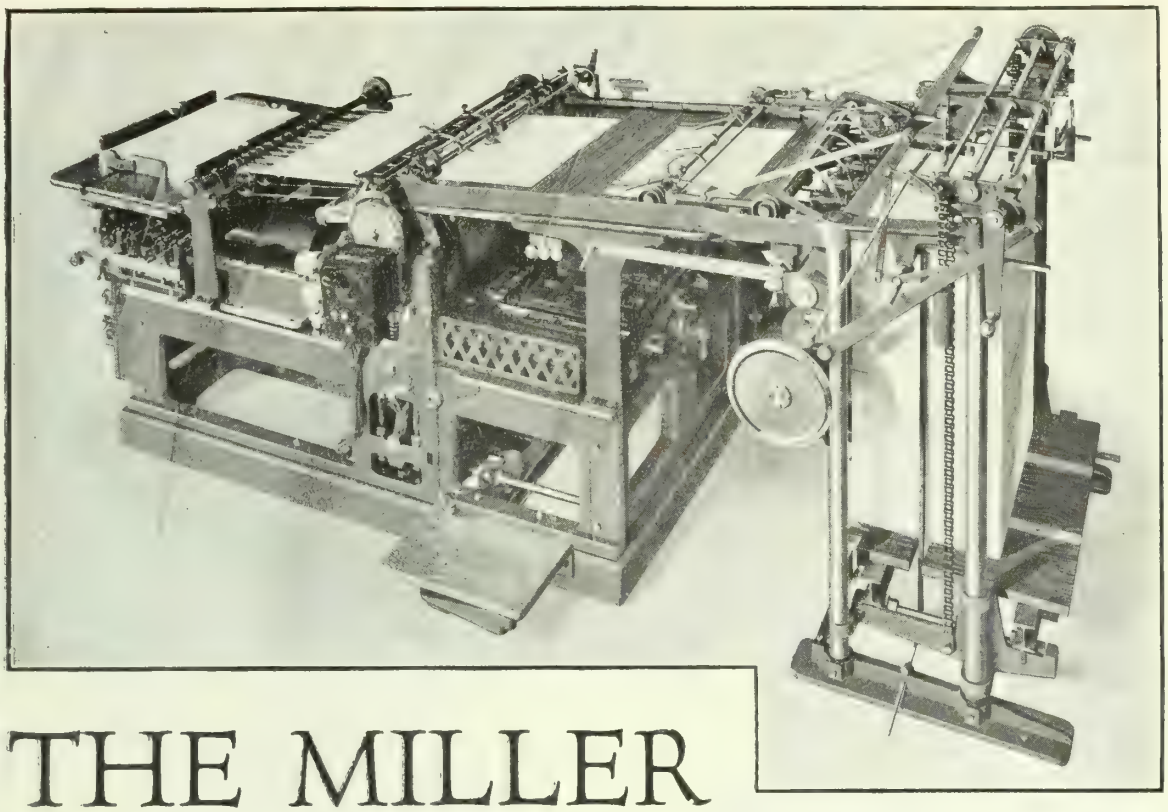
Inspecting, Counting and Trimming—The rags have now been made into writing paper, but every sheet must be examined to eliminate any but perfect sheets. A single spot or blemish condemns the entire sheet. After inspection they are counted and packed by hand into reams of 500 each.

Write for Brochure of manufacturing illustrations—"From Rags to Writing Paper"—sent on request.

The Rolland Paper Company Limited

MONTREAL - MILLS AT ST.JEROME, P.Q. AND MONT ROLLAND, P.Q.

Makers since 1882 of Superfine Linen Record and other High Grade Papers



THE MILLER CYLINDER PRESS FEEDER

THE application of MILLER time-tried principles of Automatic feeding as exemplified in the design and construction of more than 15,000 Miller Automatic Feeders for platen presses, explains in a sentence the secret of the *correct functioning* and QUICK-CHANGE ADVANTAGES of the NEW MILLER CYLINDER FEEDER.

POSITIVE air separation and air control of sheet from pile to feed guides, eliminating all customary tapes, auxiliary grippers, sheet stops and other complicated, time-consuming adjustments, insures the *profitable handling* of *short* runs as well as *continuous operation* on *long runs*—the simple explanation of the 50% to 100% production increase in MILLER CYLINDER FEEDER-equipped shops.

ITS accurate register, enhanced by assured freedom from tape marks, gripper indentations and other mechanical defects which commonly mar the beauty of an otherwise perfect job, are attributes which make for a *uniformly high quality product,* pleasing alike to producer and patron.

THE MILLER CYLINDER FEEDER is applicable to standard pony sizes of Miehle, Whitlock and Optimus Two-Revolution Presses. Feeders applicable to other sizes and makes of presses are being developed—to be announced later. Write for particulars, giving name, size and serial number of your press equipment.

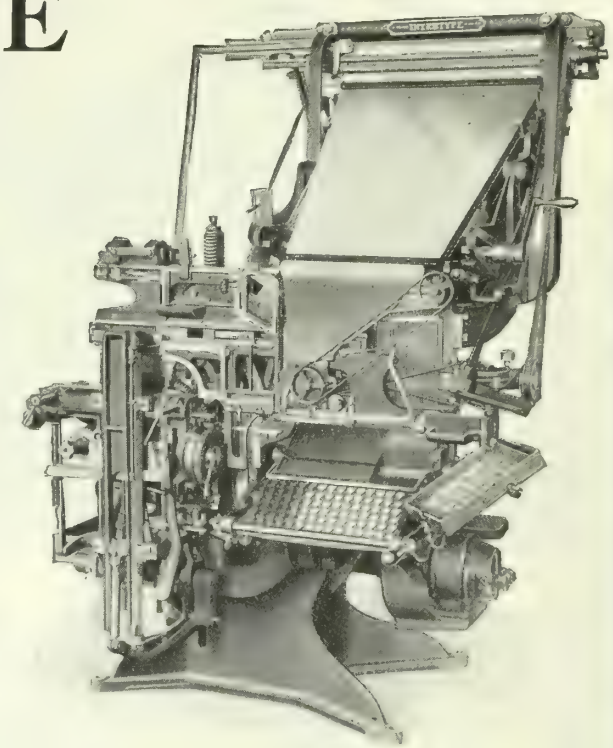
MILLER SAW-TRIMMER COMPANY
PITTSBURGH, U. S. A.

Branches: *Atlanta — Boston — Chicago — Dallas —New York — Philadelphia — San Francisco*

MILLER & RICHARD, Toronto Winnipeg, Canadian Sales Agents, Except in British Columbia

Users Pay High Tribute to INTERTYPE Economy

Read these Remarkable Letters



Toronto, Ont., Jan. 23, 1922.
Toronto Type Foundry Co. Ltd., Toronto.

Gentlemen:—The Model A Intertype we purchased some years ago having given us splendid satisfaction, we have pleasure in sending you herewith our order for one Model C. Three-deck INTERTYPE, which kindly arrange to instal promptly.

In placing the order, we have carefully investigated the matter of service and facilities you have made for supplying parts of Intertype machine. However from experience with the Model A Intertype we have found that exceedingly few repair parts are required.

We never operated a composing machine before it came into our office and have had very little difficulty with it.

Thompson Bros

Brampton, Ont., Jan. 27, 1922
Toronto Type Foundry Co., Ltd., Toronto

Dear Sirs:—Your letter of Jan. 25 to hand. I have two Intertype Machines, a model "A", serial No. 435; and a model "C-sm," serial No. 3234.

My opinion of the Intertype was perhaps best expressed by my purchase of the second machine after five years' trial of the first one. I might add that my judgment was not formed by exclusive use of the Intertype, as I had previously been operating on machines of other manufacture for a number of years.

Our new pressman, handling Intertype slugs for the first time, expressed his appreciation of the product, stating that he would sooner make-ready with it than with foundry type—which is saying a lot.

The Intertype trimmer knife and other adjustments are so easily made that there is no necessity to have slugs coming around to meet each other in a circle.

In conclusion I would say that it is always a pleasure to me to recommend "The Better Machine," so if at any time I can be of any service to you, kindly command me.

J. S. Fullerton

Brantford, Jan. 26, 1922
Toronto Type Foundry Co., Ltd., Toronto.

Gentlemen:—The serial numbers of the Intertypes which you give are correct, Model A, Serial No. 29, being the first Intertype sold in Canada. It has given us splendid satisfaction as a single magazine machine, and the cost of up-keep has been very light. Model C, Serial No. 1573 (three-deck) equipped with individual motor and electric pot, carries the bulk of our ads and we regard it as a first class typesetting machine.

Preston & Sons, Limited

Whitby, Ont., Jan. 27, 1922
Toronto Type Foundry Co., Ltd., Toronto.

Gentlemen:—We have your letter of the 26th inst., and may say that your records as to the numbers of our Intertype are correct. They are Model A. Serial No. 902 and Model A, Serial No. 61.

We are well satisfied with the Intertype. Formerly our only objection was not with the machine but with the service on parts we could get, it usually being necessary to wait a week or even two weeks before we could get supplies from Brooklyn, N.Y. Now that you have taken the agency and are carrying a complete stock of parts that objection is eliminated and we feel that we need have no further worry on that score.

C. A. Goodfellow & Son

Hartney, Man., Jan 23, 1922
Toronto Type Foundry Co., Ltd., Winnipeg.

Gentlemen:—Your numbers of our Intertype are correct. Our machine has been on the job for the past four years—or almost four years, and has cost us only $14.00 for repairs, is that any good for a testimonial? If so, you can use it and our name as well.

The Hartney Star

Toronto Type Foundry Company, Limited

120 Wellington Street West, Toronto

Branches: MONTREAL, WINNIPEG, REGINA

THE CANADIAN
PRINTER & PUBLISHER
DEVOTED TO THE INTERESTS OF THE
PRINTERS AND PUBLISHERS OF CANADA

Volume XXXI. TORONTO, FEBRUARY, 1922 Number 2

The Northcliffe of the Prairies

Alberta Editor Successfully Conducts String of Weekly Newspapers

By A. W. McINTYRE

COUNTRY publisher, you well know the sigh of relief that frequently marks the completion of another week's issue! Can you appreciate the labor and nervous energy consumed in the issue of five newspapers each and every week? For this is the task that A. L. Eastly, publisher, of Sedgewick, Alta., sets himself. That he has carried on successfully is evidence that he exemplifies in action all the initiative and hustle that usually is attached in story to a prairie business man.

Of the several plants that have come into his hands, he operates two, one at Killam, the other at Sedgewick, the centre of his field where he makes his home. All five towns are along the C. P. R. on the Saskatoon-Edmonton line within a distance of sixty miles east and west and serving quite a territory contiguous to the railway. To visit the various towns during the week, solicit advertising and printing, gather news and help out his local agent at each outlying point, Mr. Eastly generally uses his trusty Ford for rapid transit. At both offices he maintains an efficient printer with an apprentice at the central office as well as a book-keeper. A model five linotype he considers a very essential part of the equipment and he operates as occasion requires, in fact his duties are multidudinous—yet withal he finds time for an occasional game of curling.

Every Thursday he prints at Sedgewick office, The Sedgewick Sentinel, the Lougheed Express and The Hardisty Mail. Every Friday he publishes at Killam, The Killam News as well as The Bawlf Sun. He utilizes W. N. U. ready print, always giving four or more pages of home print. Different local and foreign advertising being run in each paper along with suitable local news, the same general articles and condensed provincial news being available for each to complete make-up. By saving in type-setting and greater facilities for gathering news, he gives each community a better newspaper than was possible before.

Country news is essential to the success of the small-town weekly in the opinion of this editor, for he has over a score of rural correspondents whose sending of regular weekly budgets he encourages by an allowance of one cent per line for all news accepted. An editorial column full of pep and punch expressing opinions without fear and favor adds to the distinctiveness of his papers. That such articles strike home is shown by the letters of readers that sometimes appear in his columns taking issue in a reasonable way or pronouncing agreement with the opinions expressed. Editor Eastly believes that papers with backbone enough to have an editorial policy of their own have a greater hold upon their readers and win respect from those who may hold different opinions.

Circulation is not neglected and special canvasses have been made from time to time, producing good results at the two dollar rate without the aid of premiums. By thoroughly covering each district, advertisers get the best of service. Regular rates of fifty cents for transient advertising and a minimum of twenty-five cents on contract are charged on display advertising in accordance with the rate card adopted by the local district for the Alberta Division C. W. N. A. It may be noted that his rate for readers in bold face type among local items without advertising marks, is one dollar per line, while for a two dollar minimum (cash in advance) a transient advertisement set in large display type may be inserted.

Job printing furnishes a good share of work at both offices and on his rounds Mr. Eastly carries a portfolio containing classified pockets of samples, also his Franklin list—on the basis of which prices are readily figured and quoted and a good share of business secured. Not only does he supply regular lines asked for but as a real salesman of printing he disposes of extras such as the line of artistic two-color telephone directory cards for the various towns recently placed with several of his customers.



A. L. EASTLY

Nor does he rest content with his present achievements. He has a vision of the time when he will have a string of eight or ten weekly newspapers, all turned out in a modern plant from a press that will use roll newsprint. As busy men do not have time for idle dreams and only those with vision accomplish things, the day may not be far distant when Editor Eastly will show them how it is done.

Five Thousand U.T.A. Printing Houses

Skilled Craftsmen and Trained Executives Required—Typothetae Educational Movement to Meet Demands of Industry Explained

By LAYTON S. HAWKINS,
Department of Education, United Typothetae of America

THE United Typothetae of America is the International Trade Association of the printing industry. It represents through its membership approximately eighty per cent of the output of commercial printing in Canada and the United States. More than five thousand printing houses hold membership. Practically every city of importance in America has a local organization affiliated with the International The chief function of this Association is to improve the condition and advance the interests of the industry in general through a broad educational movement.

The Education Department is charged with the direct preparation, development and supervision of courses of instruction, text books, publications and other educational literature suitable for and helpful in education enterprises connected with the printing trades.

Standard Education Courses

For those employed in the business offices of the industry five Standard Education Courses have been prepared—Cost Finding, Estimating, Accounting, Salesmanship and Advertising. They are planned for study by individuals either in correspondence with the U. T. A. School of Printing at Indianapolis, or in classes of local Typothetae Associations. To those who successfully pass the U. T. A. examinations, the Department of Education issues a Certificate of Graduation. One year thereafter the Department issues an official Certificate of Competency to those who through actual employment have proven their proficiency and have satisfactorily passed an examination.

These business courses have done much to help standardize the business office practice in the printing industry, and their value is recognized by all the leaders in the industry. They are purely trade extension courses prepared for and to be used by those who are employed in printing offices.

Standard Guide

The Standard Guide is a scientific compilation of figures from the cost sheets and production records of thousands of items of printing run in all kinds of plants under all conditions. It is the most accurate and authoritative guide to pricing on the market. Revisions are made twice a month based on actual production records from Typothetae members.

Through the Education Department courses of study and helps in the use of the Guide are furnished to individual members and to study in classes.

It is generally conceded that a thorough knowledge of costs and the principles of Cost Finding and Estimating are absolutely essential to the stabilizing of any commercial enterprise. It is with this purpose in mind that the Typothetae has prepared and is teaching its members to use the Standard Guide.

Typographic Library

The Department of Education has in preparation a Typographic Library of 65 volumes. It includes one or more books bearing on each of the important phases of the printing industry, its processes, material and equipment. 37 volumes have been completed and the remaining 28 are in preparation.

These books offer a means of study and self-improvement in direct connection with the trade. They are a complete set of reference books for journeymen and apprentices. For all engaged or interested in the trade they furnish a handy compendium of reliable up-to-date information upon the various branches and specialties of the printing industry.

U. T. A. School Of Printing

The United Typothetae maintains a fully equipped School of Printing in the city of Indianapolis. There is in operation 26 courses embracing Linotype and Intertype, Monotype (Keyboard and Casting), Typography, Platen and Cylinder Press work, and other branches. There are at present about 150 students enrolled in the school. These students fall into five groups:

(1) The man who wants intensive training for a few weeks to fit him for some particular job. For instance, a composing room operative who has an offer for foremanship desires to acquaint himself with some work which will develop him for such a position.

(2) The ordinary capable journeyman who is ambitious and progressive, and desires to get experience in other branches of the industry or to get a better knowledge of the branches in which he is already experienced. For example, a black pressman takes color and half-tone work; hand compositors learn to be monotype operators; men from the mechanical branches qualify for sales and executive positions.

(3) Young men sent by firms or their fathers to get a good technical knowledge of the various branches of the industry as a foundation for future executive work or management.

(4) Ex-Service men who were disabled in the recent war. Most of them are printers who have come to the school for the purpose of getting instruction in some branch of the industry in which their experience has been limited.

(5) Apprentices trained for the Indianapolis trade.

Over two thousand men now in the industry have received instruction at this school. The courses vary in length from four weeks to two years. Practically every state in the Union and every province of Canada is represented. Several students have come from foreign countries. This school performs an international service for the printing industry.

The equipment appraises about $150,000 and the floor space occupied is about 30,000 square feet.

Department Of Printing, Carnegie Institute, Pittsburgh

This Department has the complete and active co-operation of the United Typothetae. It offers a four year course, upon the successful completion of which the degree of Bachelor of Science is conferred. This school aims to contribute three things to the welfare of the craft;

(1) To train young men of little or no actual workaday printing experience for future executive positions in the printing business. Candidates with this ambition are given such a training that when the time comes to be graduated they are in the same position as other graduates of an engineering college, and are equipped to take responsible positions and make places for themselves in their chosen professions.

(2) The Department gives special courses of intensive study for men of journeyman rank. These courses may follow along lines of Typography, Cost Finding, Machine Composition, Shop Management, Advertising, and the like.

(3) The third function of the Department of Printing has resulted in the establishment of classes in various subjects for continuation study by local workers in the printing industry. Evening courses are organized for this purpose.

With the exception of the evening courses, the work of the Department of Printing is not planned to produce journeymen in any branches of the printing trade. A student is made familiar through personal investigation, as well as through instruction with modern scientific methods of conducting successfully the various branches of industry now forming part of printing as a business. In other words, the Department does not fur-

nish employees for the mechanical branches, such as Compositors, Machine Operators or Pressmen. It is training young men who will be to the craft like friends at court or as members in the Cabinet. With employers like this in the industry, the question of training apprentices for the mechanical branches will receive careful and thorough attention.

Co-operative With Other Special Schools

The Typothetae is also co-operating with several private trade schools. The aim of these schools is similar to that of the U. T. A. School of Printing at Indianapolis. They offer trade extension courses to those already engaged in the industry, and trade preparatory courses for those desiring to enter the industry. Such schools are Wentworth Institute, Boston, Mass., and Dunwoody Institute, Minneapolis, Minn.

The policy of the Typothetae is to extend this co-operation with other well-equipped and progressive trade schools of the United States and Canada.

Standard Apprenticeship Courses

The United Typothetae of America clearly recognizes the fact that the training of apprentices is essentially a local enterprise. The instruction must be carried to the city or village in which the apprentice is employed. At the same time, it is recognized that the apprentice is a ward of the trade as a whole, and that the International Trade Association has a responsibility in the matter of apprenticeship training. It is further recognized that the public school system, supported in part by Dominion and Provincial Vocational Education funds, should contribute to the instruction of apprentices.

The local Associations are urged to secure every possible assistance from the public vocational school. In case the school is unable to meet the demands of the trade, local Associations are urged to organize and conduct their own schools for apprentices.

The U. T. A. Department of Education conceives its responsibility in the matter to be twofold; first, to give local Associations every possible assistance in setting up an effective training system, and second, to provide standard courses of instruction which may be used as a guide both in the public vocational schools with which the local printers are co-operating, and in the private trade schools maintained by the industry itself. In order to meet this second responsibility, the Department has now in preparation a series of lessons from which courses of instruction may be formed for Hand Composition, Linotype instruction, Monotype instruction, Platen Press work, Cylinder Press work and Pamphlet Binding. These lessons are arranged in groups of instructional units. Each lesson is printed separately and contains instructions to students, text material for study, references for study, specific jobs for shop practice, directions for each job, and questions to review and test the student's knowledge. For each of the instruction units there is an instructor's guide, which contains a statement of the teaching aim of the unit, the equipment needed, the conditions necessary and specific suggestions concerning the teaching of each lesson. The lessons are worked out in detail and made as nearly self-teaching as possible. This will conserve the time of instructor and student and help the inexperienced instructor avoid many mistakes. This will also make it possible for apprentices in smaller places where it is not feasible to conduct a class with a regularly employed instructor, to receive instruction. The lessons will be sent to him and he will get his instruction in the shop under the supervision of a journeyman printer.

English, Arithmetic and Design

It is recognized that the object of an apprenticeship system is to teach the boy a trade. The trade cannot be properly learned unless the boy knows the English, Mathematics, Design, and business methods which accompany the trade. For this purpose there is included instruction in English, Arithmetic, Design, Social and Industrial History, Health and Safety, and other related instruction.

The Department of Education has worked out a plan of organization for the guidance and direction of local Typothetae. This plan has been incorporated in a book which is now published as the official handbook of the trade in the training of apprentices.

The Department will in the near future prepare an extensive series of trade extension courses for journeymen and administration extension courses for foremen. All of these courses will be so prepared that they may be used either in local classes or through correspondence with the United Typothetae of America School of Printing at Indianapolis.

"Add One-Half to the Hourly Cost"

This is the Proper Charge if One-third of Employee's Time is Non-Productive, Says a Correspondent

A CORRESPONDENT writes: "Regarding an article in your January issue on The Bruce Price List and Job Printing Costs Set Forth, an error has crept in that should not pass unnoticed in what is otherwise a splendid article. On page 19 there is reference to figuring a cost-card for a job, stating a generally accepted fact that one-third of a workman's time is non-productive. It states further that an employer must take the workman's hourly rate of pay "plus one-third" in figuring costs of a Job. This latter fraction is in error. Similarly in Bulletin No. 43, issued by the C. W. N. A. in reference to Cost Finding, it was also stated that to absorb the workman's non-productive time one-third must be added to the workman's hourly cost, taking "always cost price plus one-third." There the same error occurs.

"The rule should be, *add one-half to the hourly cost* if one-third of the employee's time being non-productive must be absorbed or charged, where it rightly belongs, to the job in hand. In other words it is the simple rule that one-half or fifty per cent. must be added to the cost price to be equivalent to an addition of one-third or thirty-three and one-third per cent. figured on the selling price. Take a cost-card for example on which a workman charges six hours against the job in hand, if employee's rate of pay be 60 cents per hour, adding one-half to the cost, the card is entered up as 6 hours at 90 cents, $5.40. Now since the workman has, as before stated, one-third non-productive time, it is clear that in a nine hour day he averages but six hours' productive time entered on cost cards against jobs in hand so that all that he did on the day in question was this particular job. On the pay-roll for the day however, he calls for 9 hours at 60 cents, $5.40, which is exactly what was charged against the job for labor, there being no leakage as there would be were the other figures used.

"Nor is it strange that an error occurred such as frequently bothers retail merchants also, should they confuse cost and selling price as a basis of figuring. It may be recalled that in public hearing before the Board of Commerce of a city clothier there was evidence of a suit of clothes selling for $75 which had cost $50. A fifty per cent profit commented the commissioner! Only thirty-three and a third per-cent gross profit, said the dealer, which after deducting twenty-five per-cent. for cost of doing business, left less than ten per-cent net on sales, the basis on which most dealers now figure, he claimed, especially as the cost of doing business depended upon and must needs be figured on sales volume. They were both right but figuring on a different basis. Printers must needs keep a constant basis in mind when figuring costs, expenses, profits and selling prices, else bothersome leaks will occur although avoiding the large losses of the old system. Let us hope that the old style of pricing job work, that of asking the previous figure charged and guessing the new price—often lower—is gone forever."

J. F. Harvey, editor of The Express-Herald, has been elected chairman of the Newmarket High School Board at its inaugural meeting.

A Model Weekly Newspaper Office

New Premises of The Blenheim News-Tribune Designed for Convenience, Appearance and Capacity—How it is Built

By J. MERCER DENHOLM,
Publisher, Blenheim News-Tribune

WHEN we resolved a year ago to quit paying rent and give up a building never intended for the purposes for which we had occupied it for seventeen years we set about looking for plans or sketches of rural newspaper offices, but were unsuccessful, after a number of inquiries, in getting the least thing that would help us. So with the assistance of a local architect we undertook the layout and arrangement ourselves; and if the accompanying sketch will be of assistance to any fellow publisher we will feel that it has been worth while.

In the new premises of The Blenheim News-Tribune the principal features taken into consideration have been outside and inside appearance, economy of construction and upkeep, light and arrangement for working.

Sturdily Constructed

The building is 30 x 54, one story, and of concrete and cement block construction, stuccoed clear white, with red brick panels.

French doors, surmounted with canopies, and matched with a generous area of small glass, give an appearance distinctive from a mercantile establishment. The gilt sign above is a facsimile of the newspaper heading. A small room at one side of the front in no way interferes with our own requirements and is leased to an insurance agent for revenue to help pay interest on investment. The rear wall contains upwards of a hundred square feet of glass, lending ample light for the working area on linotypes, stones, work bench and cases. Additional light is afforded by a skylight of forty square feet, which could not be had if the place were more than a single story.

Fire-proof Inside

Inside, the ceiling is twelve feet throughout, and the walls and ceiling are lined with Gyproc, a wall board of the Ontario Gypsum Co., Paris, which provides the additional advantage of being absolutely non-burnable. Walls and ceiling are laid off in three by six-feet panels with inch-and-a-half strips. The floor is hard maple over a sub-floor, except under the newspaper press and linotype, which are set on a concrete foundation to prevent vibration.

The front double doors are large enough to permit passage for packages or for machinery when necessary. The lobby and business office are separated by a counter 3' 8" high, and the space under the counter and below the front windows, which are elevated for this purpose, as well as to give privacy to the office, is occupied with built-in cupboards for stock, and the office safe.

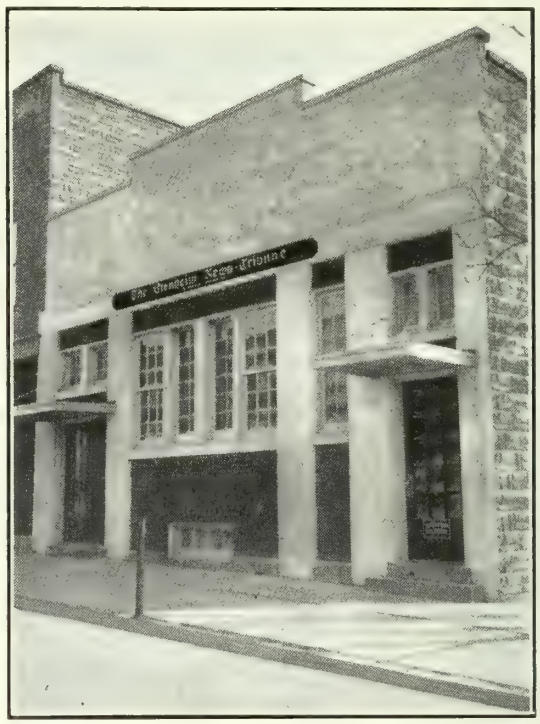
One of the most noticeable features of the new plant is the lighting arrangement. There is an ample supply of clear light from the front and rear, as well as from the skylight in the middle of the work-shop. The layout provides for composing and imposing at the rear of the room, with the printing and folding working towards the front.

What It All Cost

The cost was in the neighbourhood of $6,000, which includes the price of the lot, $690, as well as the heating, plumbing and wiring.

The new building of The News-Tribune was designed with the purpose of providing a home for a rural newspaper and printing plant in keeping with its importance as a necessity of the community it serves. For many years we hesitated to build. Rent was reasonable. Then we came to look at the matter in a different light, the result of which is shown in the new building.

During business hours our shop is our home, and there we expect to spend a great deal of our allotted years. How advisable therefore it is to have a premises where one may work to advantage and in comfort and receive one's customers with a measureable degree of pride. We were therefore prepared to find the interest on the money involved, plus taxes and upkeep to be considerably more than we had been accustomed to paying for rent; but the financial difference is more than offset by the aesthetic advantage of ownership, appearance and convenience.



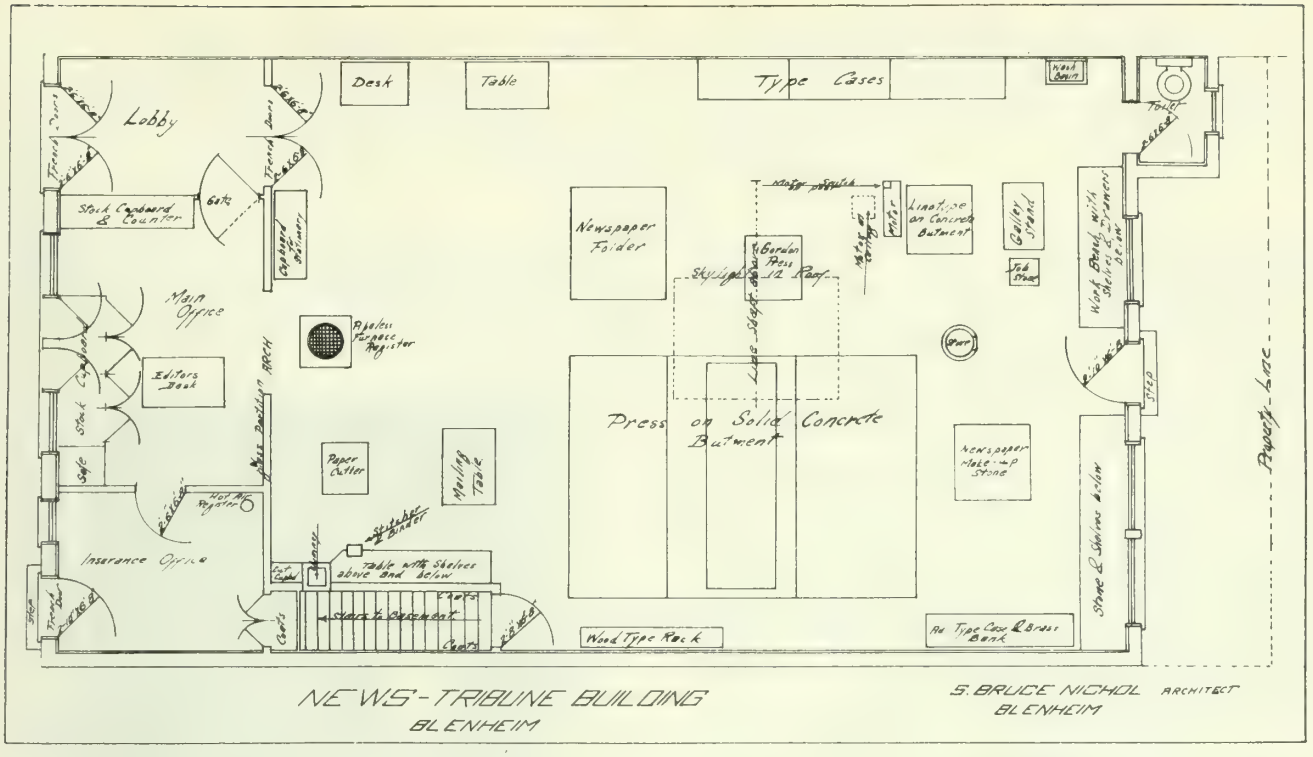
THE NEW OFFICE OF THE BLENHEIM NEWS-TRIBUNE, BLENHEIM, ONT.

An Outstanding Newspaper Man

Character Sketch of the Publisher of The Blenheim News-Tribune

By W. RUPERT DAVIES, Renfrew

J. Mercer Denholm is one of the prominent newspaper men in Western Ontario. He is a son of the late Andrew Denholm, who was known to every newspaper man in Ontario, as a citizen of the highest type and a newspaper man of outstanding ability. Mercer Denholm succeeded to his father's business in 1904, forming a partnership with Theo. Pickering, who previous to the amalgamation of The News and Tribune was editor of the latter paper in Blenheim. The subject of this sketch was educated in Blenheim, Ridgetown Collegiate Institute and Toronto University, and after leaving the University further broadened his knowledge of the world by taking a bicycle trip through Europe, visiting the principal cities of the British Isles, France, Belgium and Germany. He entered into business with Mr. Pickering in the year 1904, and the partnership lasted until 1912, when Mr. Pickering retired from the business to take a responsible position with The Appleford Counter Check Book Company. Since 1912 Mercer Denholm has been editor and proprietor of The Blenheim News-Tribune,



PLAN SHOWING INTERIOR ARRANGEMENTS OF THE NEW OFFICE OF THE BLENHEIM NEWS-TRIBUNE

and that he has been giving the people of that thriving Kent County town satisfaction, is amply evidenced by the fact that he recently found it necessary to seek more commodious premises and has built himself an office which is a model small town newspaper office. Mercer Denholm has discovered the secret of making a small town newspaper yield a nice annual net income, and a visit of a brother publisher to his office (which also means a visit to his hospitable home) is always an inspiration.



J. MERCER DENHOLM

The Enterprising Publisher of the Blenheim News-Tribune

On such an occasion one learns a few of the secrets of his success, among which might be mentioned a pleasant personality, a well kept set of books, a knack of eliminating unnecessary labor and worry, a great capacity for hard work and abounding health and strength. For the editor of The News-Tribune is one of those very fortunate men who in this strenuous age can say that they never even have had a headache. Mercer Denholm in addition to giving the people of Blenheim a good weekly newspaper takes an active part in community affairs, and is also a member of the Session and an active worker in the Presbyterian Church. With a brother over-seas during the war he naturally took a very keen interest in the local activities in that connection, and for three years never ran an issue without a cut and front-page write-up of at least one soldier from his territory.

Deserving of Success

A quiet, unassuming man, with an intellectual capacity far greater than is disclosed to the casual acquaintance, and with a heart as big as a house, Mercer Denholm is well deserving of all the success which has come to him; and now that he is safely ensconced in his fine new office, and will have some leisure time on his hands, perhaps the Printer and Publisher will be able to induce him to tell some of his less fortunate brethren of the press how he manages, with the moderate figures on his price lists, to drive a high-powered seven passenger touring car, own a summer home on Lake Erie and make a nice addition each year to secure reserve investments—all out of a town weekly newspaper.

"Melinda Yonge" Joins Staff of Canadian Farmer

Miss G. C. M. White (Melinda Yonge) has resigned from the editorial staff of the Toronto Globe to become editor of the women's section of the Canadian Farmer. Upon the occasion of her departure for her new field of work, Miss White was presented with a beautiful oil painting by the Globe staff, a tangible proof of her fellow-workers' friendship and regard. Miss White has a long and successful record in journalistic work. She was connected for some years with The Kingston Whig, and afterward was editor of Church Life. For a time, also, she edited the Women's Section of The Canadian. She enters upon her new duties equipped with a broad newspaper experience, a rare literary gift, a keen understanding of human nature and a sympathetic grasp of rural problems.

Splendid Tribute to W. A. Buchanan

Members of Staff of Lethbridge Daily Herald Tender Banquet as Expression of Esteem for Their Chief

By C. F. STEELE

FORTY-FIVE members of the staff of the Lethbridge Daily Herald sat down to a banquet Friday evening, January 13, tendered as a compliment to their chief, Mr. W. A. Buchanan, editor, ex-M.P., and general good fellow, and the affair was unanimously voted a genuine "beat" so far as banquets go. To put it another way, the banquet was an expression of friendship and gratitude to a respected managing director, known in the newspaper world of Canada as "Billy" Buchanan or just plain "Buck."

The banquet was held in the dining hall of the Lethbridge Y.M.C.A., the Ladies' Auxiliary doing the catering. The hall was beautifully decorated with flags and streamers, the Blue Bird orchestra of six pieces, which supplied the music, occupying an alcove banked with ferns and potted plants.

At the head of the table sat Mr. Buchanan and Mrs. Buchanan, the guests of honor, while the Rev. William Buchanan, veteran Methodist minister, father of the honored guest, and the latter's eldest son, Donald, were included in the guest list. Three generations were thus represented.

Handsome Souvenir Booklet

A feature of the banquet was the handsome souvenir from the press of the Herald Job Department, Fred Robbins, superintendent. The booklet contained a picture of Mr. Buchanan set in the centre of a reproduction of the front page of the first issue of the daily, volume one, number one. A circular hole in the front cover showed the likeness imbedded in its unique and appropriate background. Following this, there appeared a short history of the growth of the Herald, the original and present names on the payroll, the menu, toast list, and the "Hell Box," a collection of "shop" puns on members of the staff. Photos of the first building and the present imposing home of the Herald occupied the last page, which was called "The Tale of Two Buildings," summing up as it does the story of the Herald's expansion along with the city of Lethbridge.

In November, 1905, Lethbridge citizens read for the first time the Weekly Herald. It was then owned by Simpson and Bennett of Cranbrook, Mr. Buchanan acquiring the Bennett interest in December of that year. His entrance into the life of the new sheet started something which culminated in 1907 in the establishment of the Daily Herald. The staff responsible for getting out the daily in those pioneer days was composed of ten men and the chief. To-day upwards of 50 are on the payroll. The equipment in 1907 consisted of a Canadian Linotype, a Monoline and an Optimus flat bed press. To-day the Herald has a battery of four up-to-date Linotypes.

Lethbridge had growing pains in those days. Real estate and building were booming. The old Optimus couldn't keep pace with the growing circulation and on a wonderful day in August, 1910, the Goss Perfecting Rotary Press turned off its first paper in Lethbridge. It was the fifth rotary press installed on the prairie west of Winnipeg, there being at the time one at Regina and three at Calgary. Another metropolitan step was taken in 1917 when the Herald, along with other western newspapers, installed the Canadian Press leased wire.



W. A. BUCHANAN
Publisher of the Lethbridge Daily Herald

The growth of the Lethbridge Daily Herald is reflected in the increase in its payroll. During the first year of the life of the

A TALE OF TWO BUILDINGS



The Home of the Lethbridge Herald in 1907



The Herald's Home To-day, and a Group of Herald Newsboys

daily the payroll was less than $16,000. In 1921 it reached the sum of over $85,000.

And what of the future?

Let the compiler of the historical data contained in the souvenir brochure answer that. He says in part:

"Each year new features are added to the Herald, new departments are opened up, and new worlds to conquer searched for. Three editions daily now serve the city and the Herald's territory. The foundation has been laid for future growth. Irrigation, farming and mining are at the foundation of the future prosperity of Southern Alberta. The time is coming when Southern Alberta will boast the most densely populated rural section of Western Canada. That's the story of irrigation elsewhere and it will follow here. When that day comes Lethbridge will grow and along with it will be the Lethbridge Daily Herald."

Clubs of Printing House Craftsmen

What They are Accomplishing in Adding to the Ability and Efficiency of Printshop Executives

By PERRY R. LONG,

Past-President International Association of Printing House Craftsmen

WHAT is the purpose of the clubs of Printing House Craftsmen? What are they organized for and what do they seek to accomplish? These questions, in various forms, have been asked a number of times by those unfamiliar with the activities of the clubs. In order that all those interested and that the printing fraternity in general may have a clearer understanding of the activities, aims and purposes of the local clubs of Printing House Craftsmen and the International Association of Printing House Craftsmen, the writer has prepared this article.

If it were necessary to answer these questions in the fewest possible words, the statement that the object of the Craftsmen's Clubs is "to help their members as executives in printing plants to more efficiently fill their positions" would probably give a fair idea of the object of the clubs, but would leave much to the imagination as to how this worthy object is to be accomplished.

Some years ago many of the printing house executives of New York City, recognizing that all the different groups engaged in the printing industry except the executives had their respective organizations through which they could meet many of the problems confronting them, decided to organize themselves into a club.

Their club was observed very closely, particularly by printing house executives of the larger cities, and after seeing that the lectures delivered at the monthly meetings of the club were on matters of timely interest to the members, together with the benefits derived by executives holding similar positions coming into personal contact with one another, they concluded that they, too, would organize themselves into such a club, with the result that in the course of a few years craftsmen's clubs were organized in New York, Chicago, Boston, Philadelphia, Connecticut Valley, Baltimore, Cincinnati and Washington.

On September 13 and 14 ,1919, representatives of these clubs met in Philadelphia and decided to organize themselves into an International Association. They elected officers and instructed them to proceed to organize local clubs in all of the large cities of the United States and Canada.

Following are some of the principal things that local clubs have done for the benefit of their members:

Arranged lectures for their meetings on subjects pertaining to the printing industry of vital interest to the members. These lectures were often accompanied by exhibits, stereopticon slides, moving pictures, etc. Processes of manufacture have been shown in this way.

Exhibits of machinery in actual operation and materials have been frequently shown at the monthly meetings previous to the lectures.

Specimens of printing showing odd or unusual pieces of work, some extremely difficult to execute and others very artistic, have been placed on view for the inspection and admiration of the members.

Service Committees are maintained by some of the local clubs. These committees endeavor to live up to their name by rendering service in finding the answer or information pertaining to any problem that is presented to them.

Numerous practical demonstrations through invitations to various plants have been arranged by local clubs, such as the making of an original halftone cut, electrotype plates, manufacturing printing inks, paper, etc. One club recently had a series of buffet lunches in plants of its city, which were followed by practical demonstrations.

Several of the local clubs have made extensive use of the local free libraries by having them place the principal books about printing on their shelves and supplying printed lists of the same to their members and others interested.

On some occasions the lectures have been printed and made available for the members in pamphlet form.

Members of the local clubs, being human and desiring at times something different from the regular run of their monthly meetings, arrange annual outings, while others make a gala night on their anniversary.

Attendance at the meetings of the clubs has been the means of the printing house executives getting acquainted with other executives of their respective cities. This social side of the clubs has been one of the greatest assets. It has broken down many of the old barriers and traditions. It is a very common thing and frequent occurrence for an executive in one printing plant to call an executive in another printing plant on the telephone and ask for some information or advice pertaining to some unusual or difficult piece of work or problem at hand. In the many conversations held in the course of an evening at the monthly or semi-monthly meetings between the members, there is a constant "scraping off" of ideas and inspiration.

Visiting other printing plants has been made comparatively easy and more profitable. The executives in the plant or plants visited are more than likely to be acquainted owing to previous contact at the club meetings.

Membership rosters have been published by some of the local clubs, giving the nature of the positions held by the members together with their firm affiliation. The annual publication of a roster of the names of the members of all the clubs is planned by the International Association.

There are many other things that could be mentioned that the local clubs are doing for their members, but space will not permit.

By the local clubs being organized into an International Association, it is expected that a more sustained interest will be maintained in all the useful activities of the clubs. The successful and worth-while things done by the individual local clubs will be made known to all. Members visiting other cities will receive such courtesies as are extended to fellow craftsmen.

A similar organization, known as "The Managing Printers and Overseers' Association," with the parent body in London and branches in the principal cities of England, has had a successful career for nearly twenty years.

Through their local and international body, the executives of printing plants will be able to make their influence felt in matters pertaining to reform, trade practices, customs, etc.

It is the chief aim and purpose of these clubs to help their members to become more capable and efficient. As many, competent to know, believe the clubs are doing this, it becomes obvious that no printing house executive can afford not to be a member of his local club.

Printing—It's Limitations and Possibilities

Enlightening Address Touching on Over-Equipment, Standardization, Printing Prices, Printing Salesmanship and U. T. A. Work

By A. L. LEWIS
Manager, Southam Press Limited, Toronto

Address given before Purchasing Agents Association of Toronto

THE MOST natural, and, probably, the expected procedure for me in handling the subject you have given me tonight would be to go back into the history of the Industry that has done, unquestionably, more for civilization than any other. To one who has put in most of his life at it, and has always been extremely fond of it, it is full of romance; and, even to you cold-blooded Purchasing Agents it could not help but prove intensely interesting. There is no mechanical art about the early history of which so many books have been written. The subject is as mysterious as it is inviting. It doesn't seem right to not at least cover its ups and downs, its trials and tribulations from the year 1639—when Stephen Daye brought the first printing press to America—up to the present time. The Industry stands sixth in investment and turnover, and easily first in service rendered to the community.

Commerce depends upon news—financial reports on commercial conditions and other conditions are news; a catalogue is news concerning a special subject, and so on—and news depends upon printing. Can any of us imagine the result to civilization if all printing presses should be shut down for a period of one year?

But I am going to forget history and try and make my talk a short practical one, which I hope will let you gentlemen better understand the problems we have to contend with, hoping to make a case that will call for a closer co-operation between its customer and our Industry. I am, with your permission, going to interpret the word "limitations", as "difficulties,"—rather broad I admit, but it suits my purpose. Before getting down to business, however, I thought it might be interesting for you to know that since Stephen Daye landed his first press in America the Industry and its allies have grown to the extent that there is now invested on the American continent over a billion and a half dollars, and the annual turnover is well over three billion.

The Reason for Printing Prices of To-day

The cost of the printed product is made up, on the average, 40 per cent. wages, 40 per cent. material and 20 per cent. overhead.

Wages have practically doubled themselves, and papers to-day, while they have come back materially, are still over 100 per cent. in excess of what they were a few years ago.

Variation of the Product

It is extremely difficult for one, even like myself who has worried at it for over twenty-five years, to say definitely what is our greatest difficulty, or rather, what is the outstanding cause of our difficulties; whether it is over-equipment, lack of organization, or lack of standardization. First, however, let me call your attention to the limitless, yet, to a great extent, essential variation of our product—variety in the sizes and shapes, color and tone of ink and paper, and their possible combinations; the varieties in paper stock; and finish and style of binding. Almost every one of these variables is apparent to and usually prescribed by the customer, and, more often than not, is changed during the process of the work. If I could interest you in co-operation with us towards still further standardization, I will have, by this talk, rendered a service to both the buyer of printing and to my Industry.

I say "still further," because already great things have been accomplished in this direction, and your own organization has led in the good work. Not only have standard sizes been approved for Catalogues, Stationery, and other printed matter, but a set of sizes of paper sheets has been approved of. These have gone a long way toward simplifying not only the manufacture of paper, but have made possible the standardization of machinery.

In order that you may appreciate what has been accomplished as a result of that co-operation, I would like to instance the experience of only one paper manufacturer who has been able to reduce his 2,000 varieties to 200. One of the largest bindery folding machine companies has reduced its 60 sizes and types of folding machines to 6. I do not need to even suggest to you who are at all interested in the manufacturing end of your plant the tremendous saving that has been made possible in these two cases. The experience of one paper mill has been that it has been able to reduce, since 1917, 35 grades of bond paper to 9; 32 of ledger to 5; 63 of writing to 3; 36 linens to 4, and 22 cover papers to 5

Instances of Great Waste

Reverting to size. On a recent investigation on the "other side" by the Technical Publishers Association, on 927 catalogues there were found to be 147 different sizes. The odd size, nine times out of ten, results in waste. Did you ever realize that wastage of a quarter of an inch on a 6x9 page is equal to 7 per cent. of the total cost of the paper?

As far as thicknesses in paper are concerned, there is altogether, even yet, too much variation. The ordinary customer—as a matter of fact most printers—cannot distinguish the variation of less than 10 pounds in the ream, and in the selection of paper for the particular job, or better, in the planning of the job in the first place, I would recommend that it would be extremely wise for you to consult your printer before specifying. If he has the right idea, and of course most printers now have, he would, in nine cases out of ten, save you money.

The engravers are now working on the making of color plates to be printed from four standard colors, and this will, no doubt, eliminate a very serious waste, each year, involved in the pulling of set after set of elaborate color proofs.

Our Canadian Paper Mills have a particularly difficult proposition on their hands on account of the variation in sizes and in content, and on account of our small runs. One mill man told me recently that frequently they had to change a machine four and sometimes six times a day (24 hours). A change takes on the average not less than an hour, so that sometimes up to 25 per cent. of the time is non-producing. What chance has he to compete in manufacturing cost with the highly specialized mills on the "other side," who would probably run for days and weeks on one grade and size? It is without question a justification, in part at least, for paper Made-in-Canada being so much higher than that which our competitor across the line buys.

I would like very much to see you appoint a committee from the Purchasing Agents to meet a committee appointed by the Toronto Typothetae, to look thoroughly into the local paper situation. I haven't any doubt but that such a joint committee could in turn co-operate with the jobbers and the mills to the advantage of all parties concerned. *(Continued on Page 46)*

Our Industry like all others, and probably more than any other, is suffering very seriously from over-equipment. It is estimated this over-equipment on the continent is from 50 to 150 per cent., representing hundreds of millions of dollars in idle equipment, to say nothing of annual rent and overhead charges. This is accompanied by a tremendous unavoidable waste either through maintaining an unnecessarily large force of labor, or else irregular employment and frequent replacements. This over-equipment is not altogether the Printer's fault, but is the result of keen competition in service and price. Competition in service as the result of the necessity for quick conversion of news or information into printed form to make it commercially valuable. Over-equipment is also the result of the remarkable advancement there has been made in processes of manufacture; machines that twenty years ago were the most efficient are now antiquated, but are still there, in nine cases out of ten; and, in nine cases out of ten, are standing. It is the result, too, of special equipment being put in for special work, which stays.

The fact that the Job Printer always works to order and has no opportunity to fill in his dull periods by producing for stock naturally complicates matters.

There are two ways in which you can help both yourself and the printer: one by anticipating to a greater extent than you do, and, the other, by using greater consideration in delivery. There isn't any question but that this over-equipment is a great factor, and probably the greatest factor responsible for most of our difficulties.

Why Prices of Printing Vary

Price competition, is, you all must understand, and probably do not mind, extremely keen. I believe this is accounted for by the fact that 25 per cent of the 35,000 printing plants in America are one man with no employees; that 52 per cent. more are plants with from 1 to 5 employees; that 15 per cent. more from 6 to 20 employees; or, in other words, that 77 per cent. of all plants employ 5 men or less, and 92 per cent. of all printing concerns are under 20-man plants. Most of these plants have been started and are operated by printers who have naturally had very little cost or accounting training, and, consequently, do not operate cost systems—either through lack of appreciation of the necessity of one, through lack of the necessary accounting knowledge, or again, on account of the expense of operation. Most certainly, without knowledge of costs one cannot know what to charge, and, not knowing what to charge can, possibly when keen for business be persuaded to quote foolish prices. All buyers are not scrupulous, and such a seller is an easy victim.

Several instances of price variation, recently, have made our industry look extremely foolish, and, for those of us who have put in a good deal of time in Typothetae work, are discouraging. I refer to one—the York County Treasurer's Report, 192 pages, 8 point. The prices ran as follows: $480, $528, $595, $655, $745, $1180, and $1415.

I do not see where you can particularly help us, and I can imagine you might not care to if you could. It seems to me that the only solution is organization work on the part of the Industry along educational lines, and I am happy to be able to tell you that wonderful work in this direction has been accomplished by the United Typothetae of America, of which 116 of the 160 Printers in Toronto are members. The 116, I imagine, represent probably 95 per cent. of the local production.

About 15 years ago a few of the outstanding men in the Industry got together and decided that they would like to compare their costs, and for that prupose eventually evolved what is called the Standard Cost Finding System—probably the most sensible, simplest and most accurate of its kind in existence, and extremely useful for comparative purposes, in that all using it arrive at their costs on exactly the same basis. The U. T. A. last year installed 613 entirely new cost systems and corrected and revised another 600.

Probably three thousand printers last month took off their 9-H, or Monthly Cost Report. The U. T. A. publishes monthly composite reports based on the experience of printers with a total mechanical investment of about $24,000,000; a total manufacturing expense of $45,000,000; a total of materials of $35,000,000., or a total cost of over $80,000,000, from which is taken an average cost per hour for each of the various departments of manufacture. Not only has the Standard Cost System helped us towards efficiency of production and in management, through accurate comparison with others of our craft, given us a guide for charging, and improved our credit, but when more generally used will be a real factor in eliminating suicidal competition.

On U. T. A. work in 1921, there was spent in the various locals and in the central office over $2,000,000, which seems a tremendous amount, but is only $400 on every $140,000, of business sold by Topethetae members—not 3-10ths of a cent on every dollar—a mighty small insurance premium against bad conditions.

U. T. A. Does Not Aim At Price Control

I want to state right here, however, that the U. T. A. is not an organization for the control or regulation of price. As a matter of fact, it couldn't if it would, with so many untrained printers. The nearest we have come to it locally is to recommend that, based on average costs arrived at by the Standard System, certain hour rates for the various operations might wisely be charged. For instance, it was decided that for hand composition a proper rate would be $3.00 per hour. There is absolutely no obligation to charge $3.00; as a matter of fact I do not suppose that 10 per cent of our members do, but to show that the rate is a fair one, Montreal and Winnipeg recommend the same; Buffalo $3.45; Boston $3.50; Philadelphia and Toledo $3.60; Milwaukee $3.75; Minneapolis $3.85; Cleveland $3.90; Detroit $4.00, and New York $4.70. So strong has been the feeling, however, among some of our members that even that policy might be misconstrued—and be suspected of an attempt at price control—that we have discontinued it, and will from now on furnish each member, monthly, with a statement of average costs, hoping that the printer's horse sense will dictate a proper hour charge for each of his various departments.

Reason of Printing Prices of To-day

To some of you who may have been buying printing for a long time it may be hard to understand why the printed job now costs considerably more than it did a few years ago. I would like, if you will permit me, to take a little of your time to try and offer an explanation. The cost of the printed product is made up of, on the average, 40 per cent. wages, 40 per cent. material and 20 per cent overhead. Wages, as you know have practically doubled themselves. Papers to-day, while they have come back very materially, are still 100 per cent. in excess of what they were in those days. For instance, Superfine Linen Record a paper known to all of you, went from 20 cents to 60 cents, and has come back to 41 cents per pound—still is double what it was. Coated Papers have gone from 7 cents to as high as 26 cents, and are now back at about 14 cents. Cheaper grades of Book Paper went from 4 cents to as high as 18 cents, and are now at about 12 cents. In all cases you will notice they are still 100 per cent higher than they were in 1914.

In other words, 80 per cent. of the printed product has doubled in cost, which alone would more than justify, I am sure, present prices; but there has been, sympathetically, an increase in items of overhead in that rents are higher, investments are up, and, as a matter of fact, practically all items of overhead have increased materially; in some cases a great deal more than 100 per cent.

Personally, I believe, there is no reason for expecting further deflation in printing prices. Paper might slightly decrease in price, but not much. As far as wages are concerned, while in some industries there may be reductions, I cannot see that there can be much, if any, in ours. The only relief we look for is from possible increased production. While in some businesses it may be a comparatively simple process, to the ordinary job printing business it is an exceedingly difficult one, in that standards of production are hard to arrive at on account of variation in the kinds and qualities of work and the different classes of machinery.

For instance, the average production per hour in the ordinary Press Room does not mean anything, in that even in the same office it covers possibly the highest grade of color work and the cheapest kind of circular or booklet work—in one case a necessarily low production, and in the other, an exceedingly high. I might say however, that efforts are being made in this direction, and if it is ever possible to scientifically establish them, there may be an opportunity to secure an increase in production by letting the employee share with the house on all over the accepted standard, or by some other method of bonusing. In the meantime, the only method available seems to be that of

persuasion, and that for some time past has not been very effective.

Spreading the Cost System

You, naturally, will be interested in some of the things we are doing with the local Typothetae. Not only have we installed and helped to operate the Cost System in the offices of any of our members who have wished it, but last Spring conducted an Educational Course in Cost Finding and Accounting, in which proprietors, in some cases, and many of our office staffs were instructed in that essential toward successful business. Somewhere about eighty printers attended this course. In Cost and Educational Work alone, in the year 1921, the Toronto Typothetae spent over $17,000. We also conducted an Educational Course on Estimating, as a result of which there are at least forty more printers who understand how to intelligently dissect a proposed job of printing and so are better able to estimate what it would be worth. An estimate, however, no matter how carefully made, will always be more or less of a guess. The condition of the copy for instance, can vary the cost of composition fully 100 per cent. No printer can fairly be asked to estimate composition without seeing copy. Even on good copy you will hardly ever find two printers to estimate the same time. Color work, too, should never be placed on a definite price basis, in that imposition, registration, and color matching cannot be accurately guessed at—and I could go on indefinitely

Both the Cost Finding and Estimating Classes were so well attended and did so much good that they are going to be repeated this Spring. The courses we used are those prepared by the U.T.A., and are available to all members. They have already been taken by approximately three thousand printers and, unquestionably, are going to put the business on a higher level.

There is still another Course they furnish us with and that is on Salesmanship, and leads up to another real weakness in our industry—the scarcity of salesmen. While salesmen, for a great many businesses, may be born and require no particular training—in ours to give intelligent service must have a certain amount of practical knowledge. The Printer's salesman, to properly serve, must be able to advise as to composition, plate making, paper and ink. Without being able to do so his only method must be that of price cutting, or on personality; and if on personality, practical knowledge would greatly assist.

One could go on indefinitely with the troubles pertaining to the printing business; as a matter of fact, one could devote all of the time you have given me for the combined subject to good advantage in treating any one of the single subjects, namely: "Over-Equipment," "Standardization," "Printing Prices," "Printing Salesmanship," or "The U.T.A. Work"—any one of them would fill an evening.

(Continued on Page 47)

Weekly Publishers Form Advertising Association

To Launch Active Campaign Throughout Canada

REPRESENTATIVES from the four western provinces attended a conference held at Regina in the office of W. A. McLeod, Editor of Publications, Parliament Buildings, on Friday, January 6th, for the purpose of discussing a proposal which has been before the provincial press associations of the west for some time—the establishment of a Publishers' Advertising Association.

The meeting marked another milestone in the development of the association, the only other gathering comparing with it in importance being the Regina one in 1915 when it was decided to organize a branch of the Canada Press Association.

At the morning session the Saskatchewan Press Association reviewed the year's business and the results of their advertising campaign for "farm loan debentures." Since the inauguration of their movement in October last the association has handled the advertising—functioning as a business agency.

At noon a luncheon was held at the Parliament buildings at which Hon. Chas. A. Dunning and W. F. Kerr were guests of honor. Mr. Dunning gave a talk on co-operative methods of handling advertising in weekly newspapers.

At the afternoon session the Publishers' Advertising Association of Canada, Limited, was formed with provisional officers and directors, and plans for the working out of the new scheme were completed.

It was decided to secure a Dominion charter with a capitalization of $50,000, divided into 10,000 shares of $5 each. These will be offered for sale to publishers of weekly newspapers and such others as the directors may determine. No one party is to be allowed to purchase more than ten shares. All present at the meeting pledged themselves to purchase stock. As soon as the preliminaries in organization work are completed an active campaign to secure advertising from manufacturers and others in all parts of Canada will be inaugurated. This advertising will be placed direct with the weekly papers.

Weekly newspaper publishers of Western Canada have long felt that they were not receiving due consideration by advertising agencies and that business which should legitimately be placed with them was going to foreign journals and daily newspapers, as no class of publication so thoroughly covers the rural field and the town houses as the weekly newspaper. It was realized that the only way to overcome this condition was direct action by the publishers themselves, and this Publishers' Advertising Association of Canada Limited is the outcome.

The promoters of this company are confident that they will have the whole-hearted support of the weekly press in their efforts to remedy existing conditions.

Historically, in a business and development sense, this gathering sets the pace for weekly associations throughout Canada.

C.W.N.A. Association to Stimulate Advertising

The members of the C.W.N.A. are showing commendable enterprise in their campaign to stimulate local advertising, and those who carry the plan through are sure to benefit thereby. The campaign embraces the running of a series of advertisements of various dimensions which set forth in a most telling way the unquestioned value of advertising in the local weekly newspapers to the merchants in the town. The whole series of advertisements are very forceful, and further demonstrate the aggressive policy of the C.W.N.A. central office in all matters affecting the members. Publishers will be well advised to run their advertisements regularly as outlined in the plan of campaign.

Camrose Canadian Re-organizes Staff

The Camrose (Alta.) Canadian has made some changes in its staff. They announce: "With the beginning of the month, The Camrose Publishing Co., Ltd., has undergone re-organization because of the fact that Hon. G. P. Smith, publisher, is leaving the province to reside in Ontario. Mr. Fred Slight and Mr. Tom Gray have joined the company and they, along with Mrs. Slight, will conduct the affairs of the newspaper in the future. Mr. Gray is the new manager and Mr. Slight secretary." Mr. Gray has been foreman of the mechanical department and Mr. Slight, a one-time employee, was until recently publisher of the late Donalda Review. Mrs. Slight, formerly Miss Henry, was for some years a valued member of the staff until the time of her marriage. She is again editor. Hon. Mr. Smith, for some years the managing editor of the company, and until recently Minister of Education in Alberta, has announced the acceptance of an executive position with an eastern manufacturing concern.

The Practical Cost System for Printing Offices

By R. T. PORTE

I.—The Working of the System

AS EVERY building must be erected on suitable ground, so as to be able to stand, a cost system must have ground to build upon; the ground work here is a Job Register.

The Job Register: The simplest form possible is used for the Job Register. The first space is the place for the number of the job. Each job going through the office must bear a number, and the Job Register is used to make sure there is no repetition of numbers and no unrecorded jobs. The first job in the illustration of the Register is for a weekly newspaper. The other jobs are a miscellaneous collection of work such as come into any office. Where a price is given in advance, it is so recorded, that there may be no question about the price at the time of settlement. Cut number 1 illustrates a simple, yet complete, form of a Job Register, which contains all the necessary record details.

The Job Register is your ground, and from the jobs placed on it, the structure is to be built. The first thing is the foundation, and that foundation is the Job Ticket.

Job Ticket: The foundation must be solid, it must be simple and complete. There is no need of fancy trimmings, only the essentials. This Job Ticket is the simplest form that can be devised, yet so well laid that it will carry the entire structure. Note cuts numbers 2 and 3.

The four great walls of the printing business are the Stock (merchandise or printing paper), the Composing Room, Press Room and the Bindery. These are the primates, and there is no plant, however small, but has these walls of the printing plant. The stock is first, that is necessary in order to print; the composing room handles the type, the presses print, and finally the bindery tabs the work, or folds it, trims it, or wraps it for delivery and puts on the finishing touches.

To begin the work right the Job Ticket must have space to tell all the particulars about the work to be done in any of the departments. It contains the date the job was received, and the job number—the same as entered on the Job Register; whom the job is for, with address, quantity, and general description, whether booklets, letterheads, envelopes, cards, folders, catalogs, or whatever the job may be. Then follows the date when the work is promised, right where it cannot escape notice, so that the work may be finished on time.

The Stock description needs no special rulings, or diagrams, just a plain space where the description, size and weight of paper to be used, can be placed. If it is dodgers or hand-bills, "print paper, size 7x9," conveys all that is necessary; if envelopes, the wholesale or grade number, size of the envelope, etc. A simple blank space is all that is necessary, and the printer can write the description in terms with which he is most familiar.

The Composition section has a little more definite wording. If the job is to be an exact reprint, a ring around the words "Like Copy" tells the story. If the printer cannot duplicate, and has a little leeway, a ring around the words "Like Sample as Near as Possible" is all the description needed. Cut Number 2. If the stone proof is to go to any particular person, his name only is necessary, and if a revised proof is to go to the customer or anyone else, room is provided. Cut number 3. If the copy is manuscript, a ring around the different lines gives the compositor an idea as to the setting of the job. Cut number 3. Any particular instructions, such as width to set job, if a booklet or pamphlet size and style of type to be used, size of type page, and whether to run in one or two colors, can all be indicated. Cut number 3. This is the simplest way; all the essentials to the correct setting of the job can be easily given, from an envelope corner to a large catalog, with no confusing detail.

The Press Work space is boiled down to but two special places. One for color of ink, and one to designate to whom the press proof shall be shown. Cut number 2. The rest of the space is blank, but its uses are manifold. Here can be told on what press to put the job; whether a cheap or high-grade job; whether to run "work-and-turn" and any other special instructions. The workmen in the smaller shops, especially the small town

JOB REGISTER

Number	FOR		
101	The Herald		
Date	Quantity	Description	Price
May 1	1150	#18-Issue May 7	
Number	FOR		
102	Johnson & Peterson		
Date	Quantity	Description	Price
May 2	1000	Letterheads	9 00
Number	FOR		
103	Johnson & Peterson		
Date	Quantity	Description	Price
May 2	500	Envelopes	4 00
Number	FOR		
104	Citizens State Bank		
Date	Quantity	Description	Price
May 3	1000	Notes	8 75
Number	FOR		
105	Carey Land Co.		
Date	Quantity	Description	Price
5-3	500	Folders	
Number	FOR		
106	Carey Land Co.		
Date	Quantity	Description	Price
May 4	1000	Contracts	
Number	FOR		
107	Farmers Hdw. Co.		
Date	Quantity	Description	Price
May 4	500	Statements	5 50
Number	FOR		
108	Gus. Johnson		
Date	Quantity	Description A-12x18	Price
5-5	100	Auction Bills	8 00
Number	FOR		
109	Ladies Aid Soc.		
Date	Quantity	Description	Price
May 6	250	Dodgers - A-6x9	3 75
Number	FOR		
110	Miss Ellen Johnson		
Date	Quantity	Description	Price
May 6	100	Calling Cards	2 00

Number 1

shops are closer to the customer, and know what he desires, so there is no need of a lot of diagrams or special spaces, which only confuse.

The Bindery in the average small office is perhaps the least used department of the shop, but the three most important and used operations have spaces. If the work is to be put in tabs or pads, room is provided for that; if to be perforated, there is a space where only a check mark is needed, and if the work is to be numbered, the first number only is necessary to put in the place.

The Delivery of the work is important, and spaces are left to denote whether work is to be delivered or called for, and date delivered, and by whom. If the product is to be shipped, there is room for instructions. Cut number 3.

The very reason for doing the job—the price—has a place, and then a space for the cost of the stock used. And, last of all, a space for the Journal page when the job is entered upon the books. An important feature of the Job Ticket is that it is made in two parts. The first is a fly sheet, cut number 2, tipped on over a duplicate Job Ticket printed on the Job Envelope, cut number 3. The reverse of the fly sheet is a Job Record, cut number 7. When the Job Ticket is made out, a sheet of carbon paper is placed between the Job Ticket fly sheet and the Job Ticket evelope, and then the directions and particulars of the job are written out, all except the price, which is not usually carboned on the Job Envelope. The fly sheet is detached from the envelope, and placed in a ring binder. The number of the job is again entered on the reverse or Job Record side of the fly sheet in the space left for that purpose. This Job Record remains in the ring binder, is kept in the office and placed in the safe at night, as it will soon contain records as valuable as those in the ledger or books of account. This Job Record will be fully explained further on.

In the Job Envelope—the second part of the Job Ticket—is placed the copy for the Job, and having on its face all the instructions for printing, goes to the stock room, where the stock is cut, or ordered from the paper dealer; then to the composing room where the job is set; to the press room where the job is printed, and to the bindery where the job is finally completed. Then the envelope is sent back to the office, where it is to be priced and entered upon the books.

In speaking of the composing room, press room, etc., we have not in mind large offices where there is a separate room or a separate floor for these processes but use the terms to indicate the different departments or production centers of the printing plant.

The Job Ticket, the Job Record, and the Job Envelope has now been laid—the foundation of the Cost System. The structure cannot be built or finished or have any value without this permanent and solid basis.

Now, having laid the foundation, you proceed with the superstructure; this too must needs be correctly put together or the building is in vain.

The Daily Time Ticket is part of the material for the superstructure. On the Daily Time Ticket is entered all the time used in the execution of all orders. This time ticket becomes the superstructure of the Cost System. The time used in the different departments, or production centers, of the plant is a prime factor and the accuracy of the cost system depends largely on the care used in keeping the daily time ticket.

In building, the workmen do not cut boards to any length that suits their ideas, the walls are not one size on one side and different dimensions on the other sides, but the whole is built according to a well-defined plan. The rule of inches and feet is the unit of the building. A stable structure is not possible if each man were to follow his own ideas as to length or breadth. He must use the unit of measurement and be guided by the specifications of the master builder. The man at the case or at the press must needs use a definite unit of time so that the finished product may be produced on the same unit bases in all departments, and correct figures secured for use in the completed records.

The adoption of a unit of time is an important matter in the work of keeping daily time tickets. For general use, the unit of six minutes, this being one-tenth of an hour, greatly simplifies the figuring of time on all tickets and job records and all other time records in the cost system. The six-minute (.1) unit is the best, although the five-minute, the ten-minute, or the fifteen-minute unit are sometimes used. In considering all the units in use, and their applicability to the work of a small office, the use of the six-minute (.1) or tenth of an hour unit is recommended.

NOTE:—Ticket must be made out in full, giving every information necessary for completion of job. Use a carbon paper and detach and file record. Number every job.

Date: May 2/20 | No.: 102

For: Johnson & Peterson

Address: City

Quantity	DESCRIPTION
1000	Letter Heads

PROMISED: This Week

STOCK: Ruled Hammermill Bond 12# White

COMPOSITION			Stone Proof to
	Like Copy (Like Sample as Near as Possible) Machine	Heavy Light Fancy Plain Nice Job Cheap Job	Revise to: Office

PRESS WORK	Color Ink: Blue Proof to: Johnson
BIND	Block: 100 in a Pad Perforate No.

Deliver ✓	Delivered
Delivered by	To Be Called for
Ship by Via	To

Price	Cost of Stock	Journal

Forte Publishing Co., Salt Lake

Number 2

Using a six-minute unit, all work recorded on the Daily Time Ticket is either .1 of an hour, .2, .5, etc., up to .9, 1 hour, 1.1, 1.2, 1.5 and so on. This makes the entering of time, on the part of the workmen and extension by the cost clerk, very simple and easy. While to the non-user of the Cost System, this may seem somewhat awkward at first, in practical use it is recognized as the correct way to record time, and the use of the decimal unit greatly simplifies the figuring of all tickets and time reports.

Having adopted a unit of time, you can now easily follow the working of the Daily Time Ticket.

Note—Reason for Time Tickets. Before going any further, we want to explain a few things in connection with the

NOTE:—Ticket must be made out in full, giving every information necessary for completion of job. Use a carbon paper and detach and file record. Number every job.

Date	No.
May 3/20	105

For: Carey Land Co.

Address: Provo, Utah

Quantity	DESCRIPTION
500	Folders

PROMISED: May 12

STOCK: 68 sheets 24×36—80 Enamel Book

COMPOSITION			
Set 24×42 Ems 4 Pages Title Page	Like Copy / Like Sample as Near as Possible / Machine	Heavy / Light / Fancy / Plain / (Nice Job) / Cheap Job	Stone Proof to / Revise to: Carey

PRESS WORK	
Two runs on jobber	Color Ink: Black / Proof to: Carey

BIND	
Fold once	Block / In a Pad / Perforate / No.

Deliver ✓	Delivered
Delivered by	To Be Called for
Ship by: Parcel Post / Via	To: Carey Land Co Provo, Utah.

Price	Cost of Stock	Journal

Forte Publishing Co., Salt Lake

Number 3

time tickets and to allay any misunderstandings and supply the reason and necessity for the Daily Time Ticket.

First and foremost, the Daily Time Ticket is not used for a check on your workmen. It is the same in all essentials as the sale slips generally used by stores throughout the country. Clerks make out sale slips for whatever goods are bought in a store. One of these slips goes to the bookkeeper that he may charge the customer correctly with the goods bought.

The printer sells the products of labor, and he must charge for every productive minute of this labor, just the same as a merchant must charge for every item of his merchandise. The printer cannot correctly charge his customer unless he knows how much labor was used, the same as a merchant cannot correctly charge a customer with merchandise unless the sale slip shows the kind of goods and the amount sold.

Would you deal with a merchant who did not use some system of recording your purchases, item by item, and charging you for them, but who should, instead, at the end of the month make a guess at what you had bought and then charged you for that? Not for a minute. If you buy $1.00 tea, and only one half pound, you want to pay for that and not be charged with one pound of 50 cent tea. Without careful records of time, used on each job sold, you are guessing what you should charge. Quit guessing where certainties can readily be secured. No man objects to paying a right price for a right article, and a right price must include the correct amount of labor-time used in its production.

The argument that the workman was slow, that the customer does not get all he pays for when a job seems to carry too much time, is about as clear as trying to say that a pound of tea is worth 90 cents, but should be charged at only 60 cents, and any way you got but 14 ounces. This argument will not stand with the Daily Time Ticket as devised for this system. The workman records all the time he is working, either chargeable or non-chargeable, and if he worked eight hours a day before the adoption of the system and got out the work; and if, since the adoption he works eight hours and gets out the work, where is the difference? Even if it seems to take longer to do the work than you thought, do not blame the man or the system—but blame yourself because you have been guessing wrong during the past. Do not guess wrong any longer, but record the facts.

It should be understood that a workman who does not record his time rightly is in the same class as the clerk who undercharges or overcharges a customer. In the one case he cheats his employer and in the other he is cheating the customer.

Honesty in recording time, so that the employer may receive the full benefit of what he pays for, and that the customer shall have charged to him just what he should pay for, is the only correct principle. Unless the Daily Time Ticket shows the time of the employee in full, for the day, an investigation should be made as to why the time is not all accounted for.

The Daily Time Ticket is the sales record of the system, and on its faithful and honest keeping depends the uprightness and prosperity of the business. If these time reports are kept in a careless, slipshod manner, the whole cost system will be disorganized, the charges on jobs will be as unreliable as the old guess-work way—unfair to both the seller and the customer.

Time is one of the most important elements of the cost of production and much depends upon a correct record of the time for every process of work.

The employee should not get the idea that practically all his time should be reported as on productive work. That idea is wrong and, moreover, such a condition is impossible. In the composing room, for instance, even in the most efficiently conducted plants, the non-productive time will range from 25 per cent. to as high as 40 per cent. of the total time, and even 50 per cent. is not uncommon.

The individual efficiency of the employee and the efficiency of the management are both important factors in reducing production costs; and an even more important factor is the efficiency of the plant itself. If the workman is compelled to waste hours each week, because of insufficient material to work with, such waste will greatly increase production cost. Under present conditions of labor cost and business burden or overhead, every minute of time wasted actually costs the business an average of 4 1-2 cents, more than this in the cylinder press room and less in the bindery. Wages paid for time wasted, either through lack of equipment or for any other cause, can never by any possibility be recouped but are irretrievably lost. The amount so spent would, if invested in more efficient equipment or in training the employees to greater individual efficiency and by that we do not mean to work harder, bring in good dividend returns every month of the year.

With these things impressed on your mind, and kept well to the front in all the work of the cost system, you will be ready to undertake the keeping of the Daily Time Tickets.

The Daily Time Ticket, as its name indicates, is a report by the employee of all the time spent by him each day while working for his employer. It has been devised so that a reading will show exactly what he has accomplished This form is not merely "something to fill out." A properly designed form does not call for any useless information, but it does call for all the necessary information and every item called for on this time ticket is necessary.

As he is being paid to work, you are entitled to know what

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PORTE PUBLISHING COMPANY
SALT LAKE CITY, UTAH

DAILY TIME TICKET

Commenced 8:00 A. M.

Employee Richard Peterson Date May 4 1920 Stopped 6:00 P. M.

THIS SECTION FOR OFFICE USE ONLY.
Make Ring Around Machine Composition and Cylinder Press Time.

Job No.	For Whom (Initials)	Kind of Work	8 TO 9	9 TO 10	10 TO 11	11 TO 12	12 TO 1	COMPOSITION Char.	COMPOSITION N-Char.	PRESS WORK No. Impressions	PRESS WORK Char.	PRESS WORK N-Char.	STOCK & BINDING Char.	STOCK & BINDING N-Char.	Char.	N-Char.	Office
		456															
		455															
		55															
102	J+P	1															
"	"	202															
"	"	101															
		251															

Job No.	For Whom (Initials)	Kind of Work	1 TO 2	2 TO 3	3 TO 4	4 TO 5	5 TO 6	COMPOSITION Char.	COMPOSITION N-Char.	PRESS WORK No. Impressions	PRESS WORK Char.	PRESS WORK N-Char.	STOCK & BINDING Char.	STOCK & BINDING N-Char.	Char.	N-Char.	Office
102	J+P	103															
105	C.L.Co	1															
102	J+P	301															
"	"	302															
		55															
		454															

Number 4

COPYRIGHTED 1920
PORTE PUBLISHING COMPANY
SALT LAKE CITY, UTAH

DAILY TIME TICKET

Commenced 8:00 A. M.

Employee Richard Peterson Date May 4 1920 Stopped 6:00 P. M.

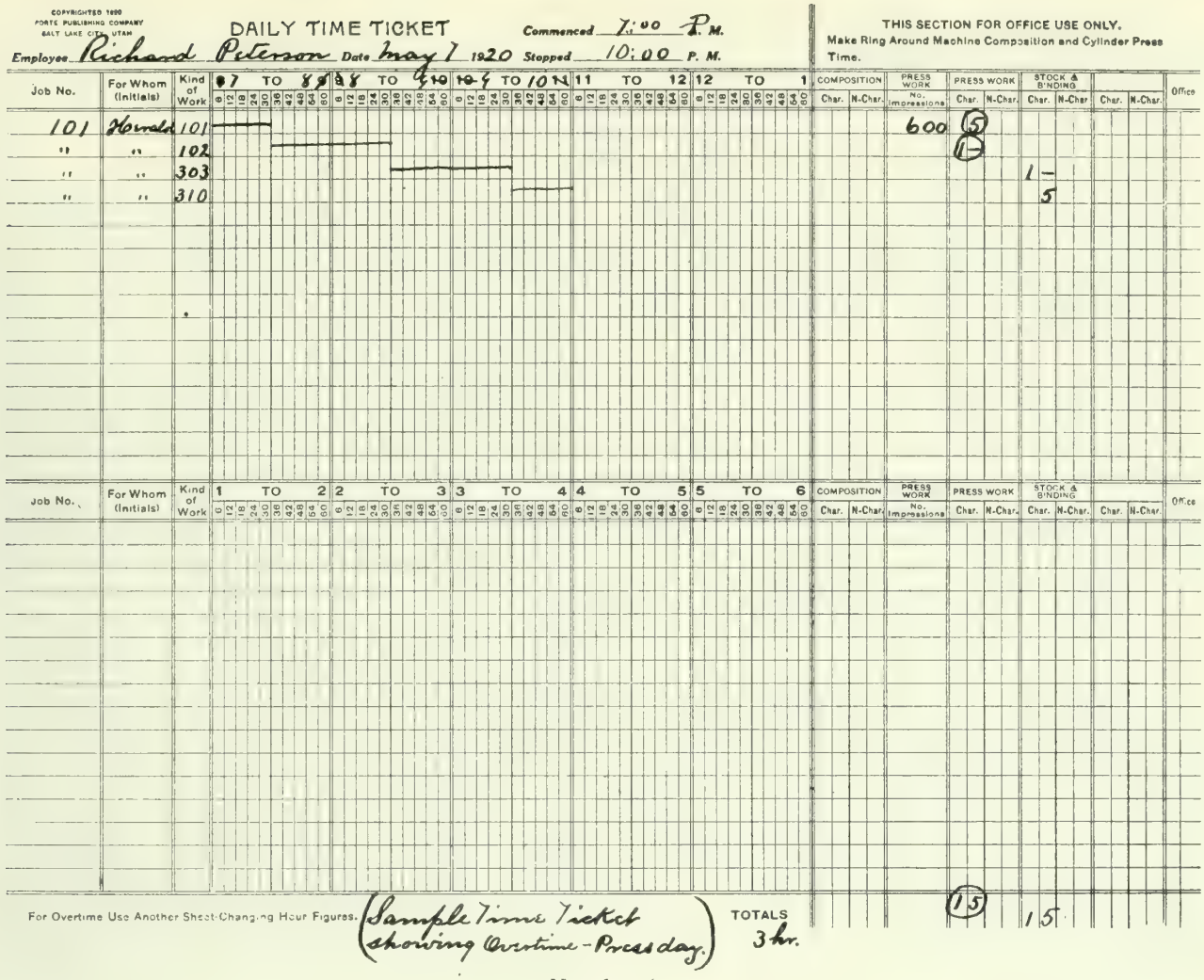
THIS SECTION FOR OFFICE USE ONLY.
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Job No.	For Whom (Initials)	Kind of Work	8 TO 9	9 TO 10	10 TO 11	11 TO 12	12 TO 1	COMPOSITION Char.	COMPOSITION N-Char.	PRESS WORK No. Impressions	PRESS WORK Char.	PRESS WORK N-Char.	STOCK & BINDING Char.	STOCK & BINDING N-Char.	Char.	N-Char.	Office
		456															3
		455															5
		55							2								
102	J+P	1						12									
"	"	202											(3)				
"	"	101									5						
		251											(1)				

Job No.	For Whom (Initials)	Kind of Work	1 TO 2	2 TO 3	3 TO 4	4 TO 5	5 TO 6	COMPOSITION Char.	COMPOSITION N-Char.	PRESS WORK No. Impressions	PRESS WORK Char.	PRESS WORK N-Char.	STOCK & BINDING Char.	STOCK & BINDING N-Char.	Char.	N-Char.	Office
102	J+P	103									1-						
105	C.L.Co	1						27									
102	J+P	301											3				
"	"	302											3				
		55							4								
		454															3

Number 5

Sample of Time Ticket with time extended to Departments



Number 6

is doing, and to what use he has put the time bought. A clerk in a store records his sales, and an employee, who is the primary recorder of the sale of his time and labor, is in the same position as the clerk and should accurately record the sale of his time and to whom sold. If you meet with any objections to the keeping of a Time Ticket by an employee—a careful explanation of what this means to you and an insistence that it be done rightly will soon end all argument. Because he has never done it before is no reason why it should not be done now, and an employee is honest with himself, his employer, and the customer if he keeps his time report correctly.

A Daily Time Ticket is used each day by each employee; his name, the date, the time he commenced work and time he stopped are recorded on the top line.

If, in case of a small office, fires have to be built or sweeping and cleaning done, this is recorded and charged to Office Time, using No. 456 for kind of work done. When actual productive or chargeable work is begun, the number of the job worked on is recorded, and also the name or initials of the customer, so that in case an error in recording the number of the job is made, it can still be identified. The time work began and time ended must be indicated for each job. Idle time, which is sure to occur, must be accounted for in all cases, showing why idle.

The "Press Work" or "No. Impressions" column is not used in typesetting, except in the case of a typesetting machine when ems or galleys of type set may be recorded in this column. In all cases the column "Kind of Work" is filled in, and the beginning and ending time.

On the improved form of the Time Ticket, which we recommend for the Cost System, cuts numbers 4, 5 and 6, each hour from 8.00 a.m. to 6.00 p.m. is in a column separated from the others by a double line; and each square in this hour column represents the .1 of an hour, or six minutes, time-unit.

After the workman has filled in the spaces for the job number, name of the customer and the kind of work, he has only to draw a pencil line across the squares from the time of starting the job to the time of finishing. For example, if he starts in at 8.00 on a general clean-up of rule, leads, type, etc., the work will be classed as distribution, with the work No. 55. If he works at this until 8.45 he will draw a pencil line from the beginning of the hour to, and including, the time-unit space numbered 48, as if the work lasts beyond the 42-minute space it must be considered as filling the full space following. In other words, do not split a unit of time, for the three minutes which might be added to some jobs will not have any appreciable effect on the cost of the job and will equalize itself in the course of the day. When he completes the next job he will draw a pencil line, in the space following the record of the job number and the work number, starting with the 54-minute space and stopping, as before, with the unit space of the finishing time. See illustration of Time Ticket, cuts numbers 4, 5, and 6. The right hand portion of the Time Ticket, beyond the triple line, is for office use only, except that the column headed "Press Work," "No. Impressions" may be filled in by the employee, if desired, as mentioned above.

A further advantage of the use of the improved time report used in the Practical Cost System is that if the workman has to stop on a job before completing it to do some other work, he will draw the pencil line through the time squares to the point where he is interrupted, do the other work, and when he returns to the job in hand he will not need to re-enter the job number and kind of work a second time but will record the time of resuming work to the time of finishing. See illustration of Time Ticket, cut number 4, second line in the afternoon section.

On the back of the Daily Time Ticket, is printed a list of the operations most common in a printing office, and these will now be taken up one at a time and explained.

COMPOSITION—

1. Hand Composition.
2. Hand Alterations.
21. Advertising, Hand Work.
3. Make-up.
4. Lock-up.
5. Machine Composition.
6. Machine Alterations.
31. Machine Composition, Advertising. (Non-chargeable)
51. Pulling Proofs.
52. Reading Proofs.
53. Hand Set Corrections.
54. Machine Corrections.
55. Distribution.
56. Cleaning Machine.

PRESS WORK—

101. Make Ready.
102. Holding Press for Proof.
103. Running. (Non-chargeable)
151. Changes (Press Corrections).
152. Washup.

STOCK ROOM—

201. Cutting Stock.
202. Handling Stock. (Non-chargeable)
251. Unpacking and Shelving Stock.
252. Changing or Edging Knife.

BINDERY WORK—

301. Tabbing.
302. Trimming.
303. Folding and Inserting.
304. Gathering.
305. Perforating and Punching.
306. Stitching or Stapling.
307. Binding.
308. Numbering.
309. Counting.
310. Mailing. (Non-chargeable)
351. Clean-up.

OFFICE WORK—(Non-chargeable)

451. Bookkeeping.
452. Soliciting.
453. Collecting.
454. Delivering.
455. General Office Work.
456. Janitor Work.

Note—All work numbers containing any 50's are non-chargeable.

(To Be Continued)

Keen Interest In Cost Finding

The cost finding class conducted by the Winnipeg Typothetae has completed about one half of the course. Great interest is being maintained in the class and the attendance has averaged 24 out of an enrollment of 30. The class meets in the offices of the Typothetae at 4:00 P.M. on Tuesday of each week. Mr. S. F. Beatty, Executive Secretary is the instructor.

The Typesetting School which is conducted by a limited company of Open Shop Employing Printers, is operating with an equipment consisting of one Linotype, two Monotype Keyboards two Monotype Casters. The directors of the school are considering the addition of hand composition. Mr. Fred Smith until recently the representative of the Lanston Monotype Company in Winnipeg has been secured as Manager and Monotype Instructor for the School.

Increasing Importance of Trade Plant Composition

By F. W. C. FRENCH

TRADE COMPOSITION is a growing branch of the printing industry. The service that a trade composition house can render to printing concerns, large or small, in the interests of economy and efficiency, is a fact gaining widespread appreciation. The observations, therefore, of the author of this brief article are very timely.

AFTER the sale—when the trade plant product is in the hands of the printer—comes the test of satisfaction and merit. This test is independent of the thoroughness with which the work is executed; and it is not greatly affected by the price. Of course, these factors are important. They are worthy of a consideration that includes a careful regard for the interests of the printer-customer. But even though prices were brought to the bare cost of production, and though the utmost watchfulness were employed to insure craftsmanship of the highest order, there is no element that finally determines just how desirable shall be a trade plant product, and just what value it is to have in actual use.

This determining element is the completeness with which the trade plant product fits into the normal everyday work of the hand composing room. The trade plant exists solely because of the printer's need for a service that he himself cannot supply, and if this service is to reach the point of maximum utility it must supplement in kind the very operations that the hand compositor performs. It must be based, therefore, upon an analysis of these operations and of the features that complete the composing room product.

The prime essential in every composing room is material—type for composition, leads and slugs for spacing, and rules and borders for embellishment. These are fundamental.

Second to this is machine composition—the quantity production of body matter. High grade and distinctive, or commonplace and irregular in quality—every variation seems to have its place in the printer's great market, though the trend is decidedly toward better standards.

The third feature is a make-up service that includes the handling of the machine composition, the production of the display lines, and the welding of the two into the finished form.

Still considering the trade plant product from the viewpoint of the printer-customer, it is evident that the most satisfactory service is one that dovetails with his own practice. It should be borne in mind that he is interested first in orderly production in his composing room, and in methods of improving its efficiency. Quite naturally, then, he will prefer to align himself with a trade plant where material, composition and facilities for make-up fit most easily into those that he has. Thus, whether his purchase be large or small, of material, of composition, or of make-up, they must possess the same flexibility, the same ease of change, and at least the same measure of quality.

The trade plant that surveys its market in this thorough fashion has the problem of organising its production to meet this threefold demand in the most efficient manner. The very real service standards that the modern trade plant sets for itself will not permit it to overlook any means by which it can secure more business, or better business, or by which it can bring about a closer relationship, with the printer to whom it must cater. Even if this attitude were not yet developed, the competitive spirit would bring it about, for in the last analysis the best equipped trade plant will do the largest business.

Just as the printer selects for himself a trade plant that lends most to the efficiency of his own composing room the trade plant must be equipped with facilities that permit the maximum of production with the minimum of lost motion. It must study to turn out its composition and its material not only in such quantities as its trade may require, but also in such a way that in manufacture one follows the other so closely that idle time is reduced to its lowest point. As in every other manufacturing business, the turning of unsold time into a salable product frequently points the way to a handsome profit.

Confident of Pulp and Paper Trade

Conditions Reviewed at Ninth Annual Meeting of C.P. & P.A. —G. M. McGee Elected President of the Association

GEORGE M. McGEE, general manager of the Donnacona Paper Company, was unanimously elected president of the Canadian Pulp and Paper Association at the ninth annual meeting of the association held in the vice-regal suite at the Ritz-Carlton Hotel, Montreal, January 27. H. F. E. Kent, vice-president of the Kinleith Paper Mills, was elected vice-president, and Edward Beck, of Montreal, secretary-treasurer.

During the meeting, A. L. Dawe, secretary-treasurer for the last five years, retiring this year, was presented with a gold watch as a token of the esteem in which he was held by the members of the association, and in recognition of his valuable services.

Percy B. Wilson, of the Spanish River Pulp and Paper Company, retiring president, occupied the chair. He reviewed briefly the experiences of pulp and paper manufacturers during the year just finished and analyzed the present situation. "The year has had its trials and difficulties," said he, "from both financial and operating aspects. In common with other industries the pulp and paper industry has had to pass through a period of readjustment which has demanded the utmost energy and the keenest wisdom. A falling market and a decreasing demand for our products almost at the outset of the year found us with high priced inventories, excessive labor costs, abnormal transportation charges, and burdensome taxation to contend with.

Liquidation Slow

"Liquidation of such of these items as it has been within our power to bring about has necessarily been slow and is still incomplete. As to the others we have been powerless to secure the readjustment which the circumstances call for, and which must follow before the industry is once more upon a firm foundation.

"In regard to the future, our industry may be said at least to be no worse off than any other. We are engaged in producing a staple commodity upon which business and industry generally are largely dependent. The outlook is distinctly better than for the period from which we are now emerging. As an association, as well as an industry, we can look forward with confidence if not with optimism."

Comparison Favors Canada

Despite adverse conditions the production of newsprint in Canada during the last year showed a decrease of only 8 per cent., compared with 1920, whereas during the same period in the United States there was a decrease of 19 per cent., according to a statistical review of 1921, read by R. S. Kellogg, secretary of the Newsprint Service Bureau, at the annual meeting of the Bureau at Montreal, January 27.

The greater duration of strikes in the United States, and the flooding of the American market with German and Scandinavian newsprint, were given as the principal reasons for the decrease in American production being greater than in Canadian production. The production in 1921 in Canada was slightly more than in 1919, while in the United States the output of newsprint was the smallest for ten years.

Total production in Canada during 1921 was 812,860 tons, as against 883,215 tons in 1920, a decrease of 8 per cent. Total production in the United States was 1,225,235 tons, as against 1,511,968 tons in 1920, a decrease of 19 per cent. Shipments in Canada for 1921 were 808,109 tons as against 879,979 tons in 1921, a decrease of 8 per cent.; in the United States 1,226,064 tons, as against 1,502,574 tons, a decrease of 18 per cent. Stocks in Canada in 1921, were 13,986 tons, as against 11,117 tons, an increase of 26 per cent.; and in the United States 23,934, as against 24,763, a decrease of 3 per cent.

The consumption of newsprint in Canada and the United States was thoroughly analyzed by Mr. Kellogg, with the aid of graphic charts. The trend of advertising, circulations, and bulk of dailies and weeklies, as well as monthly and other periodicals, was also examined. "Newspaper advertising was exceptionally well maintained in 1921 and showed a total decrease of only 9 per cent. from the peak year of 1920 in the 23 leading cities of the United States. Contrasted with this was the falling off of 38 per cent. in periodical advertising," said Mr. Kellogg.

Outlook For 1922

Advertising tendencies for 1922 were outlined by Mr. Kellogg as follows:- "The sustained volume of 1921 newspaper advertising was due to increased local advertising which largely offset decreases in national advertising. National advertising does not average over 25 per cent. of the total volume of newspaper advertising. Plans made for 1922 by national advertisers indicate a small increase over 1921 in magazine advertising, and a considerable increase in newspaper advertising, and a still greater increase in direct advertising."

Pulp and Paper Exports

Canadian pulp and paper exports in December 1921 were valued at $10,325,533 as compared with $14,612,083 in December 1920, a decline of $4,286,550; and with $9,441,850 in the preceding month, a gain of $883,683. Increases in volume are shown in newsprint and all four classes of pulp over last year, despite decreased values.

Exports of newsprint for the month amounted to 1,453,195 cwts., valued at $5,708,178, compared with 1,300,431 cwts., valued at $7,369,631 in December 1920, a gain of 152,764 cwts. in volume and a loss of $1,661,453 in value. They exceeded November shipments by 112,097 in volume and $368,820 in value.

Exports of woodpulp of all descriptions during December amounted to 1,692,044 cwts., valued at $4,209,383, as compared with 1, 343, 451 cwts., valued at $5,974,869 in December 1920, a gain of 348,593 cwts. in volume and a loss of $1,764,586 in value. Compared with the preceding month of October, woodpulp exports gained 134,908 cwts. in volume and $1,501,491 in value.

Exports of pulpwood for the month amounted to 46,379 cords; valued at $480,160, compared with 172,024 cords, valued at $2,621,081 in December 1920 and with 49,476 cords, valued at $614,974 the preceding month.

Editorial and Advertising Contents Combined

What is probably a new idea in presenting the contents of a business paper has been put forth by the *Commercial*, published by the Hugh C. MacLean Western, Limited, Winnipeg. Both editorial and advertising contents have been combined. That is to say, for instance, all editorial and advertising references classified under the letter "A" appear together; likewise "B" and "C" and so forth in alphabetical order. The editorial is distinguished from the advertising contents by the use of italics type as contrasted with roman used for the latter. The contrast of type faces is very effective without being violent and is probably the best combination that could be used to put the idea across. The object, of course, behind the idea is to promote reading of the advertising contents of the paper.

Norman Harris, for ten years financial editor of Saturday Night, has resigned to enter business, having formed the investment firm of Norman Harris Corporation, Toronto.

The Canadian
Printer & Publisher

Published on the Twelfth of Each Month.

H. A. NICHOLSON - - - - - - - Editor.
H. D. TRESIDDER - - - Business Manager.

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Craftsmen Clubs

Every printing centre in Canada should have its Craftsmen Club. A Craftsmen Club is an organized group of executives in the printing industry and allied trades, comprising managers, superintendents and foremen. The aims and purposes of such a club are to promote greater friendliness and good fellowship and co-operation in the craft; to stimulate the mutual exchange of knowledge that may be applied to common problems; to gain technical and educational information; tend to plan for greater efficiency and economy in working methods and conditions in the printing industry.

The tie which binds local Craftsmen Clubs in a common whole is the International Association of Printing House Craftsmen, of which each local club is a member, and which, although it is but a little more than two years since its organization, already consists of 34 thriving and enthusiastic clubs. It is regrettable to note, however, only two of these clubs are in Canada, one in Toronto, the other in Montreal. Every city in Canada should undoubtedly be represented in the association and to help promote a larger Canadian membership Printer and Publisher will be glad to furnish information for effecting the organization of a club at any point.

The Craftsmen Club idea is worth while. It is endorsed by master printers and union officials.

Read the article in this issue by Perry R. Long. He tells what the clubs of printing house craftsmen are accomplishing in adding to the ability and efficiency of printshop executives.

Printing Costs

The problem of establishing the correct price for printing is universal. Price lists and guides and various organizations have been of inestimable value in mitigating deficiencies and they are to be commended for the results obtained; but there is still a long road to be traversed before a satisfactory state of affairs is reached.

The seat of the difficulty in establishing proper charges for printing, lies in the great number of printers who do not know their costs, and who make but little attempt to know them, prices being set to a great extent by guess work, uncertain precedents and traditions.

It seems like an endless task to correct the evils of printing prices. Yet marked progress has been made through the influence of Typothetae activities, district press associations, price lists, and other agencies of progress.

Entertaining the belief that is is a lack of knowledge of costs, and also entertaining the belief that it is only by virtue of persistent effort that the fault can be remedied to any extent, Printer and Publisher has put its shoulder to the wheel in publishing a series of articles embracing printing costs, namely, "The Practical Cost System for Printing Offices," by R. T. Porte, the well-known authority on the subject of printing prices.

Progressive printers are always ready to give an attentive ear to instruction on printing costs. They will find Mr. Porte's articles replete with instruction.

Improving the Printing Industry

Considerable space has been devoted to the activities of the United Typothetae of America in various printing trade papers and not, we believe, without good and sufficient reason. The healthy upbuilding influence the United Typothetae is having upon the printing industry in North America should be closely followed by the craft at large, as a matter of instruction if for nothing else.

The principal activities of the United Typothetae are educational and business promotion. Labor issues are treated by the Open Shop and Closed Shop divisions of the organization, but the Typothetae in the main devotes its full strength to the improvement of printing standards.

No longer do men keep their problems to themselves, partly because they could expect no help from competitors. They have formed associations in which are aired the difficulties that beset any business man and by which the industry as a whole may be considered and developed.

Such an association is the United Typothetae of America. It is the trade association of the printing industry. Its purposes are to foster harmony and friendship among printers; to develop the spirit of co-operation; to standardize trade customs and practices; to raise the standard of efficiency; to encourage just competition; to advance the interests of the industry through educational work; and finally, to keep in close touch with members in order to furnish them with accurate industrial information.

What the Typothetae is doing goes further than the main office; it goes out into the shop where the work is done and it even follows that work to its destination. And always its purpose is to make the printing business better in every way, a business that will ever move onward. To maintain this standard, to lift it, even, is part of the duty of every man in it, whether he be manager, compositor or apprentice.

Typothetae activities are widespread, covering almost completely the United States, and at the present time reaching from Quebec to the West coast of Canada. It may be mentioned too, a Canadian, J. Clark Acton, of Toronto, is the First Vice-President of the organization.

Promoting Optimism

Billboards throughout Canada are seen bearing an appeal for a return to normal conditions in business, signed by the Rotary Club. For instance, one particularly prominent sign reads: "**Buy, build, work and create a job for every man. Prosperity for all.**"

These signs have an interesting history. The New York Rotary Club last fall felt that the period of readjustment was now over and that conditions had returned to normal. The members believed that people, business men as well as others, had got into a waiting condition and that the time was ripe for a forward movement, rather than for dangerous stagnation. They determined that action was needed to start a feeling of confidence. The New York club, after discussing the question fully, decided that a nation-wide campaign of advertising throughout Canada and the United States would have a psychological effect. The question was taken up with International Rotary and they fell in line with the idea.

Inquiry showed that such a campaign would cost a million and a half dollars, which was beyond the means of even such a powerful organization as Rotary. The question was taken up with the National Posters' organization and they agreed to donate the space, while arrangements were made for printing at cost. As a result these posters are to be found in 8,000 cities and towns in Canada and the United States. The general effect cannot be anything but good.

Western Ontario Publishers Organize

Representative Gathering of Daily Newspapermen at Galt Form Association—H. J. Foster Elected President

A WELL attended meeting of Western Ontario Daily Newspaper publishers was held at Galt on Tuesday, February 7th. Eighteen daily newspapers were represented at the meeting and a permanent organization was effected to be known as the Western Ontario Daily Publishers with the following officers.

President—H. J. Foster, Reporter, Galt.

Secretary-treasurer—T. H. Kay, Record, Kitchener.

Executive Committee.—W. J. Agnew, Times-Journal, St. Thomas; W. B. Preston, Expositor, Brantford; Chas. Bingman, Herald, Stratford; the president, secretary-treasurer and a representative of the C. D. N. A.

A number of informal meetings have been held during the last year and a half and much benefit has been obtained by those in attendance from the discussion of problems peculiar to the daily newspapers outside of the larger metropolitan cities. Up to and including the Galt meeting those attending have been guests of the local publishers where the meetings were held. At the Galt meeting however a nominal membership fee was fixed, and members attending will pay their own expenses. The new association will work with the C.D.N.A. for the promotion of new paper interests.

Mr. Arthur Partridge of the C.D.N.A. gave a most instructive address on "Newspaper Advertising vs Bill Board and Street Car Advertising."

Many subjects such as the reduction of agency commissions the withdrawal of commission from agencies that split commissions; the maintenance of present advertising rates; etc, were dealt with. The matter of splitting commission by agencies was condemned in no uncertain terms and the following resolution was carried unanimously by a standing vote.

Resolved—That this meeting of the Western Ontario Daily Newspaper Publishers requests the advertising committee of the C.D.N.A. to refuse recognition to any agency which splits commission, and the members present individually pledge themselves to back up the committee by refusing to allow commission on advertising from any agency reported guilty of splitting commission.

A resolution of condolence to the family of the late W. B. Burgoyne, of St. Catharines, was adopted as follows:—

Moved by—W. J. Motz and Seconded by J. J. McIntosh.

That this gathering of Western Ontario Daily Publishers desire to express their heartfelt sympathy with the family of the late W. B. Burgoyne of St. Catharines and to place on record their appreciation of the splendid public services of the deceased as a public-spirited citizen, as an enterprising and successful newspaper man, and more particularly as a member of this organization in which his years of practical experience made his advice and assistance a means of betterment for all of us who have had the opportunity of meeting him at our various gatherings; and that a copy of this resolution be sent to the family of the deceased.

The next meeting will be held in St. Thomas in April.

Those present were the guests of the Galt Reporter at luncheon at the Iroquois Hotel.

Those attending the convention: M. J. Gonder, Evening Review, Niagara Falls; A. D. MacKenzie, Canadian Observer, Sarnia; W. J. Agnew, Times-Journal, St. Thomas; H. B. Muir, Advertiser, London; Frank L. Watson, Times-Journal, St. Thomas; A. R. Kennedy, Advertiser, London; Geo. Davis, Herald, Hamilton; R. B. Harris, Herald, Hamilton; J. A. Triller, Sentinel-Review, Woodstock; T. H. Kay, Record, Kitchener; W. M. Euler, Record, Kitchener; A. R. Sills, Telegraph, Kitchener; W. Motz, Record, Kitchener; S. B. Dawson, Beacon, Stratford; J. W. Curran, Star, Sault Ste. Marie; A. Partridge, C. D. N. A., Toronto; R. M. Glover, Examiner, Peterboro; Chas. Dingman, Herald, Stratford; W. B. Preston, Expositor, Brantford; J. H. Johnston, Expositor, Brantford; H. M. Gadsby, Standard, St. Catharines; H. Gummer, Herald, Guelph; J. I. McIntosh, Mercury, Guelph; J. P. Jaffray, Reporter, Galt; H. J. Foster, Reporter, Galt; Stuart H. Cant, Reporter, Galt.

William Wallace Resigns

William Wallace has resigned as manager of the Canadian Daily Newspapers Association, to join the advertising department of the Toronto Daily Star. Mr. Wallace was with the Star prior to enlisting for overseas service and served with the 75th



WILLIAM WALLACE

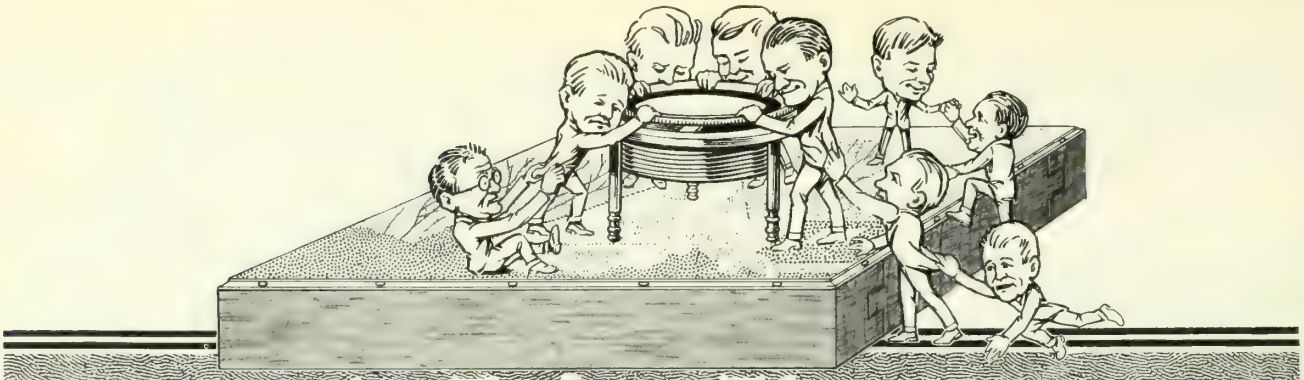
Battalion in France. Subsequently he was private secretary to the Hon. N. W. Rowell, when Mr. Rowell was president of the privy council, and was secretary of the Imperial Press Conference tour through Canada in 1920. He now returns to the Star after an absence of six years.

C.D.N.A. to Meet at Montreal

The third annual meeting of Canadian Daily Newspapers Association will be held in Montreal on Wednesday and Thursday, May 3rd and 4th, 1922.

This was decided upon at a Board of Directors meeting held on January 19th and a committee was appointed to arrange a programme that will be of interest to all members of the Association. It was decided to have a banquet for members and their wives the evening of the first day for which tickets will be sold to members and arrangements will probably be made to have a prominent newspaper man give an address. It was also decided to invite members to suggest topics for discussion at the meeting.

The meeting of the Board of Directors for consideration of annual reports to be submitted to the annual meeting will be held on the morning of May 3rd previous to the annual meeting at a time to be announced later.



A Trip Thru A Photo Engraving Plant

Giving you Some Idea of the Intricate Process Involved in the Production of High Class Engravings

Comparatively few people who buy engravings have anything like an adequate conception of the many intricate operations necessary in the process of producing the finished plate. Printers and publishers at large have but a superficial knowledge of the work, strange as it may seem. Photo-engraving firms of the larger cities, in view of this dearth of information, have recently been initiating the buyer into many mysteries of their practice and it has been the good fortune of the writer to be among those initiated by the Grip Engraving Company Limited, Toronto.

The initiation took the form of a trip through the Grip Company's plant in company with several others, who, like the writer, felt their education in the production of engravings had been sadly neglected. It is the purpose here to describe what was revealed on this occasion. The article, in a nutshell, covers the course of an engraving job from the time the order is received until it is delivered in finished form to the customer.

THE first impression of engraving house perplexities is seen at the order desk where the copy received from John Smith by the salesman loses its name and receives a number. From here on until the finished engraving is received by the shipper it is known by that number. So we will start this particular engraving on its journey as No. A-4340.

The copy is then received by the engraving superintendent. This gentleman—usually blest with the qualities of infinite patience—superintends the operation of examination to determine the best method for reproduction. An entry is now made of all work received which includes time of receiving copy and date of delivery.

Where Copies Are Photographed

It starts its journey through the plant by first going to the photographing gallery. No. A-4340 is then photographed through a screen. This screen when magnified shows black lines running both ways from corner to corner and when placed between the plate and the lens is photographically recorded in the negative. (Screens vary and according to the number of lines to the inch are known respectively as coarse and fine screens.) The reason for photographing through this screen is to break up the different tones into small and large dots. These dots receive the ink and when taken en masse give the halftone effect. It is well to remember that there is no such thing as halftone in a cut, a halftone is simply black and white dots.

Ben Day Process

The artist very often draws a design where a regular dot or stipple would very much improve it. Not being feasible to do this by hand it is done by a mechanical method consisting of a transparent gelatine screen with a patterned surface of line dots or stipples. This method is known as the Ben Day (name of inventor) Process and it may be applied to either the drawing, the negative, or the metal plate. When only one reproduction of a drawing is contemplated, the Ben Day Process may be used on the drawing; it is preferable to lay the tints directly on the plate, for the reason that when reduced to small sizes the tint might become so fine that the acid would etch away the dots or lines from the plate. The Ben Day is applied by the Ben Day artist who paints out with gamboge (a gum paint) the parts not required to be shaded. The gelatine is then rolled over with a greasy ink which when pressed down upon the copy (either drawing, negative or plate) leaves the imprint of the Ben Day pattern. A-4340 has had the Ben Day laid on the plate. It is then washed in running water and where the gamboge has been washed away no shaded parts appear. The plate is then etched in the usual way. The etching process is described fully in another paragraph.

Stripping the Negatives

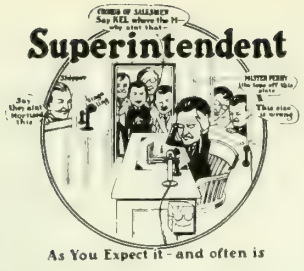
From the gallery it goes to the stripping department where the film is reversed; otherwise when placed on the press it would print the reversed way. The film is then stripped up together on the same glass with perhaps a dozen other cuts. This is done for speed and economy for should A-4340 have to finish the journey by itself the cost would be materially increased.

Hiliting

Hiliting is a process which tones down heavy black masses to a phantom or grey appearance. It is accomplished by stripping different screens over artist's black lines. Many artistic treatments can be obtained by this method.

The Printing Department

A-4340 is now handed to the printer who sensitizes a piece of copper with a bichromated solution of fish glue. The copper is then placed in contact with the negatives and subjected to a strong arc light. The light penetrates between the screen causing the film to adhere to the copper and making it insoluble



As You Expect it - and often is



Five Reels a Minute



They're simply transferred to a sheet of metal



As the supply of Dragons is running low "Zincs" may soon become extinct

in water. Parts of the film unaffected by light wash away leaving only the screen on the copper. The copper is then subjected to extreme heat which turns the small particles of fish glue adhering to the copper into carbon which is acid resisting.

Copper Etching

A-4340 is now given to the flat etcher who places it in an acid blast. This machine sprays it with acid which affects only the parts of the copper having no acid resist. Gradually these parts are eaten away. The result is a plate with a printing surface of small raised dots. We now have something tangible to work with but the plate is still far from completion. The printing surface at present is only flat and grey. To make a printing surface exactly the same, or even better than the copy calls for, the skilled work of the re-etcher is called into play.

The re-etchers' duty is to build up from the flat etch. He is essentially an artist. He strives to keep shadows subdued and get the proper light and shade that is in the copy. This is accomplished by painting out with acid-resisting ink and etching up the bright portions.

Zinc Etching

Zinc etching is done entirely different to the half tone on copper. A greasy ink top is used for the acid resist, and no screen is used, because the artist has drawn a copy that is just black and white. After the print on zinc is obtained it is rubbed over with a powder called Dragon's Blood. It is of bituminous character and readily metals with heat. After the plate has been heated it is put in the etching machine and given what is termed the first bite. The etcher then has to powder it again and brush the four ways of the plate. This is done to force the powder to the side of the lines and when the plate is again heated and the powder melted it forms a resist for the sides. If this was not done the acid after a short time would eat under the lines and very quickly the whole work would be etched away, and even should the work stay on, it would cause what is known as an undercut line and could not be printed or electrotyped properly. Powdering four ways as just described, must be done four times before the proper depth is obtained. This takes considerable time, in fact the etching of zinc flats takes sometimes much longer than halftones.

Routing the Plate

After A-4340 has been properly re-etched it comes to the routing machine. The router goes over the entire plate, cutting out any areas of waste metal that may occur. This requires skill and a steady hand, especially in the making of close cut engravings, where the slightest slip of the tool may spoil the work of hours.

Where the Plate Is Finished

Even an engraving has its finish and it is now time to introduce A-4340 to the finisher. He does the necessary hand engraving, taking out the highest lights and generally putting the finishing touches on the cut. Still it is not ready for delivery to the customer.

Taking the Proof

From the finishing department A-4340 is sent to the proofer whose job is to get a proof as good or even better than the original copy. Often before a proper proof can be obtained the plate must be sent back to the finisher and etcher several times for further work. Proofs are now carefully checked and O.K.'d before sending plate to the blocker.

The Grande Finale

In the blocker's hands A-4340 is tacked on type-high wood and is now in every respect a finished engraving, ready for the printing press. There remains only for the shipper to give it its old name again and deliver with original copy and proof of finished plate to John Smith.

It will be noted that in tracing the progress of A-4340 through the many intricacies of the modern engraving plant we have dealt only with the halftone and zinc methods of engraving. In a future issue we will consider A-4340 as copy for the quadri-colour (four-color) plate process and follow it as it makes its appearance in the color gallery.

Suggestion for a Monthly Calendar

Here is a suggestion for a monthly calendar. The calendar is printed month by month, and is mailed out the latter part of each month. After each date figure is a "c," standing for cents. In the square, just above the date figure, is the name of the article for sale. The date figure is also the price of the article. The effect on the eleventh of the month is like this:

Friday
15c can of Eloise
T A L C U M
11c

There is a special offering for each day. It is some trouble to get up the calendar, and to prepare for the sales, but the merchant's business will be increased because of it. Or, carry a large monthly calendar in the paper, and give all advertisers the option of buying several of the spaces for special price sales. Keep the dates on the move, as each day passes, add the day on the succeeding month. The number of date spaces would then remain the same.



"LANNIN" or "TROTSKI" never had anything on this gang to make the chips fly



Even an Engraving "Has its Finish"



Everything must be proofed to see that its up to standard



The reason for the "Cut" that's just left arriving the next day

The Gentle Art of Condensation

As Applied to Reporting

Second Installment of Article, "How to Get News"

By JOHN R. BONE, M.A.,
Managing Editor, Toronto Daily Star

PREVIOUS reference has been made to the tendency of unexperienced reporters to substitute opinion for fact. Another thing they are apt to substitute for fact is description. Far be it for me to disparage well done descriptive writing. It has an important place in the composition of any well rounded newspaper, but as a rule it is reserved for special occasions, for events that are important enough to warrant descriptive writing, and generally also, it must be done by a master hand. But the reporter who falls down in his task of getting facts, is apt to try to cover up his failure with opinions, descriptive writing or anything else he can think of. Even this however is more encouraging than when a reporter continually reports there is nothing to write. The case of such a one is hopeless.

There are many classes of news assignments which involve no great difficulty as far as getting the facts is concerned. The facts of the case are all spread out for the reporter to pick and choose from. In this category are such assignments as meetings of all sorts and court proceedings.

A Test of News Instinct

An assignment to cover an ordinary public meeting, is a good test as to some phases of the qualifications necessary to make a good reporter. The test will tell for example whether the reporter has a news instinct, that is, whether he can pick out the things that are interesting and it will tell whether he knows anything about the gentle art of condensation. If reporting such a meeting was merely a matter of giving a verbatim report of what took place, all a reporter would need to do would be to learn to write shorthand, take his notes, and turn out his report. It would be a laborious operation but the task could be done perfectly, by any one with the necessary shorthand equipment. The difficulty is, that an ordinary fluent speaker will in one hour deliver material, which, if printed in full, will fill six or seven columns of a newspaper. There is scarcely ever a speech delivered that is worth so much space in any newspaper. And if at the meeting there are several speakers, and the speech-making extends for two or three hours, the verbatim report would fill two or three pages. It may be safely stated there is in our day no meeting ever worth so much space. One may wonder why there is so much talk at an ordinary meeting, and it is sometimes urged that all speakers nowadays are unnecessarily verbose and prolix. But there is said to be a scientific explanation of the fact that speakers require to be more profuse in their use of language than do writers. It is explained that the nerves from the ear to the brain, are not as sensitive as those from the eye to the brain, and that therefore a person who is a listener, and therefore taking in ideas through the ear, does not assimilate them as quickly as he does, when, as a reader, he is taking in ideas through the eye. It is argued that it is for this reason a speaker is required to thin out his ideas, repeating them perhaps again and again to make sure that he "gets them across" as the phrase is, whereas a writer may condense, if he does it with the proper use of language, almost without limit. Whether this is a well founded explanation or not, the fact is that while a verbatim report of a meeting lasting several hours, might fill two or three pages of a newspaper, that meeting, even if it is a real interesting meeting, is worth probably no more space in a newspaper than a single column. So also with court proceedings. A verbatim report of the questions and answers in any one of the half dozen or more courts that are working in Toronto to-day, would require several pages of a newspaper.

The reporter assigned to cover one of these events has no complaint to make about the difficulty of getting facts. The danger is that he is apt to be buried in facts. What he has to do is to show news instinct, his nose for news. He has to discard all the dead wood, he has to pick out and arrange in interesting order all the salient and interesting facts of the proceedings and link them together into one coherent, composite article which will take a column of space, if the event is of great importance, and which may take as little as two or three inches, if it is of only minor importance.

A bad practice among some reporters is, instead of condensing, in such cases, the whole proceedings, so that the reader will get a picture in real perspective of what happened, to pick out a sentence or a paragraph here and there; throw them together into a disjointed mass and call it a report of the proceedings. Such a product is not a report at all but a hodge podge. It may be urged in its favor that it gives snap and life to a paper. It is to be feared that what it does give the newspaper is confusion and very often misinformation. A coherent report may have just as much snap and life.

One of the first lessons to be learned in news gathering is this art of condensation. I recall a brief conversation I had with the late Goldwin Smith shortly before his death, in which, in discussing the tendencies of Canadian newspapers, he made the remark that he thought the most serious defect of Canadian newspaper reporting was the apparent inability of the average reporter to properly condense his material.

Must Dig For Facts

In another kind of news gathering the reporter must dig for his facts. He may have to condense his information after he gets it, but first he must get the information for himself. This is, in many cases, a sterner test even than the test of condensing, although there are some classes of news items, in which the information required can be standardized into a series of questions, which may be furnished a reporter by his city editor. In such cases, the possessor of the information being agreeable, it is an easy matter to get the facts required. This class of item where there has been such standardism by the city editor is perhaps the most elementary that can be assigned to the inexperienced reporter.

Let me emphasize again that the thing that the reporter must keep uppermost in his mind, when he has an assignment that necessitates digging, is that it is facts he is after, and it is the facts he must get. Without facts, when he comes to write his report he is at sea. I remember once a reporter being assigned to get an account of a wedding. He returned to the office in a great state of animation because, as he said, he had just witnessed a most wonderful ceremony. He proceeded to write his report, but presently he was observed to be looking worried. Inquiry elicited the information that he had forgotten to get the name of the groom. While it is true that the groom is a very unimportant figure at a wedding, yet it was going a bit far to omit getting his name altogether. Further inquiry developed the fact that the only specific information this reporter had obtained was the name of the bride, the name of the clergyman, the name of the church and the fact that the bride wore a white dress of some kind. He was filled with impressions about how beautiful the bride looked, how wonderful the flowers were and the beautiful effect of the music, but when it came to the facts which would enable him to write a report of the ceremony, which would convey any meaning to the public generally, or any satisfaction to the contracting parties and their friends, his information was decidedly lacking.

A Standardized Report

As it happens, a wedding is one of the news events, reports of which can be standardized. Here is a list of questions which may be handed to a reporter, and which, if he gets answered, will enable him to write a complete report of the proceedings:

Bride's name; groom's name; bride's parents' names; groom's parents' names; church; time and date; clergyman's name; floral decorations; special music; bride's gown; bride's veil; bride's bouquet; bridesmaids' names; bridesmaids' gowns; bridesmaids' hats; bridesmaids' flowers; ushers' names; best man; groom's gift to bride; groom's gift to attendants; mother's gown; travelling gown; travelling hat; wedding trip destination; residence afterwards.

If a particularly complete report is required this information

may be followed up by a list of the presents, and a list of the guests with description of the ladies' dresses. A reporter, given as his first assignment a large wedding without instructions, might feel he was in deep water, but given such a list of questions, it is plain sailing. They will give him all the necessary facts, which he can easily put together. It will be noted there is no question asking how the bride looked. The bride always looks perfectly lovely and the fact can always be assumed.

Here is another list of questions which may be handed to a reporter who is assigned to write an obituary:

Name in full; residence; age; wife or husband surviving; children surviving; business; church; place of death; cause of death; length of illness; date and time of funeral; clergyman; cemetery; education; travels; politics; societies; public offices and other remarks.

On consideration it will be observed that having secured the answers to these questions, a comprehensive account may be written of the life history and death of even a quite prominent personage.

These examples of standardized question forms are given to illustrate, first, that it is necessary to ask a great number of questions in order to get necessary information for even a very simple news item, but that once the questions have been thought out, it is a comparatively simple matter to get information that will complete and leave no vital point uncovered.

While representing as they do perhaps the simplest form of news gathering, these samples illustrate other truths which have a general application in respect to effective methods in getting facts.

For Information Go To Headquarters

For one thing they illustrate that it is always desirable to go straight to headquarters for information. In the case of the wedding, the person who nine times out of ten will most freely and most accurately give all the information required is the bride herself. Of course she should be appealed to before the ceremony. Afterwards she will be too busy. But nothing ever goes wrong at a wedding and every particular is arranged long in advance. Failing the bride, the bride's mother is the person from whom to get the information. There will not be much use going to the bride's father or to the groom. They won't know much about it. Or if a diffident or inexperienced reporter made the mistake of avoiding the bride or her mother and going, say, to one of the guests, he would get only a fraction of the information required, and that would be inaccurate. Even if he went to one of the bridesmaids he might find that vital particulars were omitted. This rule of going to headquarters applies generally. In the case of news affecting even the greatest corporation it is desirable to go straight to the President or General Manager. If that individual wishes he can refer the reporter to some under-official who will, however, with such introduction, be much more apt to speak freely and courteously to the reporter.

The examples also illustrate that it is of the utmost importance to the reporter to know what information he is going after. In the great majority of assignments a little thought and foresight will enable any reporter to define exactly what it is he wants to know. If for example it is a fire that is to be covered, there are certain outstanding facts which must be learned about every fire, and the reporter if he gets on the scene while the fire is in progress, must not let his emotions run away in admiration of the soaring flames, but must busy himself getting facts. Perhaps the first question he should ask in such a case is whether there has been any loss of life or any person injured. Then he must discover the amount of loss to property, the insurance carried, the correct name and addresses of all the persons and how they are affected, the duration of the fire and the story of the firemen's fight with it, what menace there was to adjacent property. Having secured such facts he may consider writing some description of the event itself, provided it is important enough to warrant description.

Or take the case of a murder, often one of the most difficult of routine newspaper assignments. A murder, for example, which is a mystery and where there is no immediate prospect of arrests. It is not possible in such a case to be so specific concerning the questions to be asked, but there are always certain general lines of inquiry which will suggest themselves, such as the circumstances, in detail, of the finding of the body, the movements of the murdered man, as far as known, immediately preceding his death, and possible motives for the murder. The motive in most murders is either robbery or jealousy, and a canvass of the murdered man's acquaintances will be apt to reveal which of these or what other was the most likely. In such a case the reporter will naturally keep in close touch with all police officers assigned to the investigation, but if the case is worth while, and he is a live reporter, he will do a good deal of investigation on his own account.

(To be Continued)

No Reduction in Photo-Engraving

Improvement in business conditions as reflected in the photo-engraving industry was the substance of various reports and addresses at the annual meeting of the Manufacturing Photo-Engravers of Canada, held in the Bank of Hamilton Building, Toronto, when the leading photo-engraving firms in Montreal, Toronto, Hamilton and Ottawa were represented, including also a representative from the Winnipeg association. A prolonged discussion of costs and other features of the industry took place, but it was not shown that any reduction in the cost of conducting the photo-engraving business had taken place to justify any lowering of prices at present. Moreover, it was the unanimous opinion that illustrated advertising was only in its infancy in Canada, and that concerted effort should be made to further educate Canadian advertisers as to the power of the picture in promoting sales. The following officers were elected: Hon. President, Col. C. R. McCullough, Ontario Engraving Company, Hamilton; President, Mr. A. C. Batten, British and Colonial Press, Limited, Toronto; Vice-president, Mr. C. C. Ronalds, Ronalds Press, Montreal; Chairman—Cost Committee, Mr. F. C. Hood, of Hood, Sandham, Toronto; Tariff Committee, Mr. George Brigden, of Brigden's Limited, Toronto.

L. G. Jackson, editor of the Newmarket Era, who has been 27 years on the High School Board, has been re-appointed for another three-year term.



O. S. DUNHAM

Late Editor of the Bridgetown Monitor
Bridgetown, N.S.

The Biscuit Overlay Saves Time

A Process Not Generally Known—Chas. W. Keats Tells His Fellow Craftsmen How to Employ It

"HAVE you heard of the "Biscuit Overlay?" Charles W. Keates, foreman of the pressroom of the Southam Press Limited, Toronto, is an enthusiastic exponent of this method of make-ready for multicolor printing and claims for it a distinct superiority over all other methods of make-ready where skilled labor is involved in preparing color forms for long or short press runs. Its features include a great saving in time, as well as perfection in results.

While the Biscuit Overlay is not a trade secret, it represents a method not generally known or understood. Mr. Keats believes he is the sole user of the method in Canada. That he is not averse to others sharing the knowledge, which he has been using to advantage for some years, was evidenced at the January meeting of the Toronto Club of Printing House Craftsmen, held in the Board of Trade Building, on the evening of January 26th. The meeting took the form of a dinner at 6.30, after which Mr. Keat's description of the "Biscuit" and other overlay methods claimed the attention of the gathering.

Pioneer Days In Toronto

The introduction of the overlay system in Toronto and its progress up to date, and incidentally a bit of history embracing press work in Toronto in the pioneer days of printing, formed the basis of Mr. Keates' entertaining and instructive remarks.

"As near as can be ascertained the first hand-cut overlay was used in Toronto about 1869," stated Mr. Keates whose remarks, in effect continued as follows:

"At this time there were three distinct types of pressmen in Toronto, each type an expert in the style of the countries from which he hailed. There was Billy Jackson, an American from New York; Dan Black, a Scotchman from Edinburgh; Tom Townsley, an Englishman, from London; and Napoleon Mairo, a Frenchman, probably from Paris. During the period when these old-timers held sway, printing facilities were crude compared with modern equipment, but nevertheless high-class work in keeping with the style of printing then in vogue was turned out of Toronto press rooms. In fact the class of work was equal to any on the continent where like facilities prevailed. This may be attributed to the co-operative spirit of pressmen of the day in their readiness to meet together to solve their numerous problems; and it is said there was no problem too difficult for these men of various climes and experiences to overcome. No doubt the efficient standards of pressroom practice among these pioneers has been handed down in many instances to the present day, as the work produced now in the best offices of Toronto is of the very highest order.

"It is interesting and appropriate to note the difficulties of the pioneers before discussing present day pressroom work.

"It was quite common in the old days for the pressroom foreman to assume the duties of an engineer and a fireman, for presses in those days were run by steam power. The head pressman's duties, too, included the damping of paper in water vats to ensure a good impression and to kill static electricity in the paper. I can quite well remember helping to wet down paper after this fashion when a small boy. This was in the office of the old Irish Canadian, published by Patrick Boyle, at 16 King Street East. This was in the nineties, a period which saw great advances in the introduction of improved appliances for the production of printing in Toronto pressrooms.

"About this time the Emery Overlay was introduced, which consisted of the use of powdered emery, onion skin tissue, and Canadian balsam baked in an oven. This did not hold sway very long as the emery had a habit of loosening up and working havoc with the make-ready and the plates. Then followed the Chalk Overlay. Its qualities are well known and it is still very much in use in many press rooms to-day. More recent is the Biscuit Overlay which is not generally known in Toronto, and which I will endeavor to explain to the members of the club.

"The Biscuit Overlay is a mechanical process peculiarly adapted to color work, such as mail-order catalogs. It is particularly useful for this work because of the rapidity with which it can be prepared.

"After the forms are placed on the press, the pressman 'pulls up' for levelling and underlay for color values. He next registers his forms and secures O.K. for position. When these operations are completed, he proceeds to run up on the rollers a special sizing preparation made about four times as heavy as would be ordinarily used for the job. Then the pressman pulls up two sheets of each form and rolls them in ordinary pancake flour. He then tacks them on a couple of trays and sprays them with orange shellac, using an ordinary garden spray. A pasche air brush is used with a tank and motor where a great deal of this work is done.

"With the Biscuit Overlay four trays of 38 x 56 sheets with as many cuts as the sheets will accomodate can be made in two hours. The sheets dry immediately and are ready to be put upon the cylinders of the press without any further work.

"The success of this convenient and time-saving method of making overlays depends greatly upon the skill and experience of the operative."

Overlay Processes—Old and New

EVER since half-tone blocks began to be used there has been a demand for some process of mechanical overlaying, and many attempts have been made to supply this need. For one reason or another, the processes have not proved entirely successful, for it cannot be said that at the present day there is any single process that stands out conspicuously as being the one and only process which is regularly used and which everybody regards as the right one.

The first overlay process was one devised by the firm of Husnik and Hausler, of Prague, who, some twenty-five years ago, did a good deal of business in England in supplying process blocks, and particularly three-colour blocks which at that time were not being made in England, or were just beginning to be made. An overlay was always supplied with each block; it consisted of a gelatine relief on paper, the tones of the picture being rendered by varying thicknesses of gelatine. The results obtained by using these overlays were reckoned very good. Apparently the overlays were made by printing a paper coated thickly with bichromatised gelatine under the negatives used for making the blocks, and then washing out the unaltered gelatine so as to secure the desired relief. It was a modification of the same firm's process of "Leimtype" (literally glue-type) which was used largely in the United States under the name of the "wash-out" gelatine process. The plates were actually made in hardened glue and the result electrotyped to form the durable printing surface.

Many years afterwards the process was revived in a modified form under the name of the De Vinne Overlay process. The modification consisted in taking a plaster cast from the gelatine relief, and from this mould obtaining a relief in gutta-percha. This gave a hard but sufficiently elastic relief, and if duplicates were required it was easy to get them from the same mould. Several large printing houses took up the process, but paid a large sum for the rights. The plant required was rather expensive, as it included a special drying oven, printing frame, arc lamp, and sundry other appliances for developing, casting, and preparing the gutta-percha reliefs. It was complicated, expensive, possibly slow, and uncertain in results. But it was claimed to be quicker and cheaper than making cut-out overlays. However, the process has evidently been discontinued.

The Arthur Cox (British) overlay has perhaps had the most success, but is now off the market, so far as the outfits and licenses are concerned; anyone can probably use it who knows how,

and the materials can be bought. The process consisted in taking a print from the block, on thin sheet zinc with a special ink, charging the roller more fully than for taking a good proof, and whilst the ink was wet dusting it with bitumen powder. The plate was then heated sufficiently to fuse the powder into the ink. The half-tone dots were filled up in the dark parts and partly so in the half-tones, whilst the high-light dots were left isolated. The plate was already backed with varnish, so that all that was necessary was to put it into an etching bath and etch with nitric acid until the high lights were eaten away and the half-tones partly so. After cleaning off the resist and trimming the edges, the overlay was ready for use by attaching to a sheet on the cylinder in the same way as a paper overlay, and bringing a draw sheet over it. Recently a similar process was brought out in the States under the name of "the Metal Overlay," and apparently exploited successfully without giving any credit to the original inventor. When the Arthur Cox Company was in existence it used to supply overlays to customers not wishing to be troubled with making their own overlays from the blocks supplied by the firm.

This process was also used for interlays, that is to say the metal relief was put between the wood mount and the plate, but this never seemed to catch on so well as the overlay process though some newspapers use it as a means for avoiding the make-ready on rotary newspaper machines. Most of the newspapers using engravings largely have a process of interlaying, but generally it takes the form of attaching a paper cut-out underlay to the plate and running it under the stereo matrix calender. This has an effect known as "bumping up." The shadows are thrown into relief, whilst the high lights and half-tones are lowered.

An illustrated paper tried the idea of transferring an ink print to the back of the zinc plate in exact register with the picture on the front, and etching this strongly in the same way as the Cox Overlay, but with uncertain success.

Some German Processes.

An overlay process originating from Germany before the war consisted of taking a proof from the block with a special varnish ink on stout glazed paper, dusting this proof with some fusible powder (possibly bitumen, resin or shellac) and subjecting the proof to strong heat by baking on a hot plate so as to melt the powder into the ink. This had the effect of producing a strong relief which looked like making a very good overlay, but it seems that the process would not be so good for colour work, as the ink would shrink the paper.

Another process of Teutonic origin, in the before-the-war period, was that of Lankes and Schwartzler, called the Chalk overlay. In this case a splendid chalk surfaced board was supplied, and proofs from the blocks were taken with a special ink. The board with the impression on it was put into a dish with a special etching solution which I believe had chlorine as its active ingredient. This etched away the chalk surface of the board except where the ink formed a resist. After being washed and dried the overlay was ready for use. The method seemed to be popular at one time, and it may still be used, as I understand the materials can still be purchased.

Recently I was shown a method of preparing an overlay on a heavily coated board, looking like a piece of stereo flong. The idea was to pull a proof on it and then scrape away the chalk surface, more or less according to the light and shade required. Apparently the inventor has not yet found the capitalist who was expected to give him several thousands for it, as the process has not appeared on the market.

Marzio Overlay; Similar to Biscuit Overlay

Since the war there has been a lull in new overlay processes, but lately there came under my notice a process from Italy, known as the Marzio Mechanical Overlay, which seems to combine the good points of several of the older processes with some new ones.

In this method a proof is taken with a special ink on a transparent glazed paper. Before the ink can dry it is dusted with a special powder and afterwards with another powder which has the effect of building up the relief. The powder comes off where there is no ink, and may be removed from any of the printed parts if desired by the application of a stiff brush. After the powdering is complete, another sheet is attached to the overlay by means of a special solution, apparently with the object of protecting the relief surface from damage. To obtain increased relief a set-off may be made on the back of the sheet at the same time that the print is made on the surface, both sides being dusted with powder and protected by covering sheets. A very durable overlay is thus obtained, and, being transparent, it is easy to register it on the cylinder or platen. When looked at by transparency, the overlay has the effect of a beautiful photographic positive. The results obtained by this process are excellent, and I should think it is a method that will appeal to printers of half-tone blocks.

Such are a few of the overlay processes, old and new, that come to my mind. There may be others and there may be opportunity yet for the ideal process.—*William Gamble in British and Colonial Printer.*

Toronto Craftsmen Club a Thriving Organization

The Toronto Club of Printing House Craftsmen is a thriving organization. This was evidenced by the large gathering and the new faces seen at the last meeting of the club, held on the evening of January 25th in the rooms of the Board of Trade.

Besides the address on cylinder press overlays by President Keats, which is referred to in another part of this issue, a splendid program of events was arranged by the entertainment committee, consisting of singing and reading by members of the staff of the Southam Press, also a speaking-doll act by John Kelly, the well-known ventriloquist, whose skits were immensely enjoyed.

Turning from the lighter side of the meeting to that of business a very important idea was hit upon. It was noted that some of the members were inclined to timidity in asking questions. To overcome this the club decided to have a question box placed at the door into which the members are expected to drop notes on any questions they wished answered at the meeting.

Inasmuch as the club proposes to be a clearing house for the exchange of ideas the question box should prove a medium of broad and practical instruction.

The large and enthusiastic attendance and the growing membership roll augurs exceedingly well for the future of the club.

Will be Representative Exposition

Applications for space at the Boston Graphic Arts Exposition which will be held in Boston, August 28 to September 2, 1922, in conjunction with the Third Annual Convention of the International Association of Printing House Craftsmen, bear out the fact that this Exposition will far surpass any previous undertaking of this nature and that the exhibitors will be representative in every respect.

Practically all of the leading manufacturers and supply houses of the entire country have sent in their applications for space. Printing press manufacturers, type concerns, machine composing firms, paper manufacturers, folding machine manufacturers, and all other lines, too numerous to mention, will be represented.

Indeed, the visitor to this Exposition will find every known machine and device in working operation and will secure an intimate and definite knowledge of everything that pertains to the printing industry.

Attendance at the Boston Graphic Arts Exposition will also far surpass any previous show and the enthusiasm that is being shown throughout the entire country warrants the statement that over 100,000 Craftsmen, printers and those interested in the printing industry, will pass through the doors of Mechanics Building during the week of August 28 to September 2, 1922.

His 91st Birthday

R. H. Constable, Woodstock, Ont., who may probably be Canada's oldest printer, received many congratulations this month. He celebrated his 91st birthday on February 8. Mr. Constable commenced to learn the printing business in Woodstock in 1844. He afterward went to Cleveland, joining the Franklin Printers' Union of that city in 1849, and since then has been actively engaged, until recently, in the printing and publishing business, his activities of late years being centred around Woodstock.

TYPOTHETAE ACTIVITIES

Resolutions Concerning Sales Tax and Marking Act

TWO important resolutions for consideration by the Dominion Government were passed at a meeting of the Executive Committees of District No. 16 of the United Typothetae of America at Ottawa, January 13th.

One of the resolutions requests that all branches of Graphic Arts Trade be placed on one and the same basis for the purpose of imposition of the Sales Tax. The other resolution expresses the disappointment of the printers and lithographers of Eastern Canada at the Order-in-Council suspending the Marking Act until after the next session of Parliament.

The resolutions follow:

"WHEREAS, Printers of Canada represented by District No. 16 of the United Typothetae of America feel that their confreres in the Graphic Arts, namely, the lighographers, bookbinders, envelope makers and embossers are being discriminated against by the job printers being relieved of charging the Sales Tax when making to the order of the individual customer on goods not for re-sale; therefore be it requested that all branches of Graphic Arts Trade be placed on one and the same basis for the purpose of imposition of the Sales Tax."

"RESOLVED, That the printers and lithographers of Eastern Canada, now in session, express their deep disappointment at the Order-in-Council under date of January 12th, suspending the Marking Act until after the next session of Parliament, feeling there could be no possible difficulty in marking the country of origin on imported goods similar to those we manufacture and that we should at least be put on the same basis as the American Printer in respect to printed or lithographed matter which may be shipped to the United States from Canada."

Typothetae locals of Montreal, Ottawa, Quebec and Toronto are deeply concerned respecting the issues embodied in the foregoing resolutions and intend leaving no stone unturned to secure favorable consideration of their interests at the hands of the Government. The Toronto Typothetae representatives at the meeting included; D. S. Murray, Q. B. Henderson, J. C. Acton, A. L. Lewis, R. T. McLean, F. J. Mann, G. D. Thomas, F. S. Thomas and W. S. Sutherland.

Increased Business Resulted

Toronto printers as a whole do not view with satisfaction the decision of the Dominion Government, which passed an Order-in-Council, dated January 11, postponing the operation of the law requiring imported goods to be marked with an indication of the country of origin until after the close of the next session of Parliament. Goods in the meantime may be imported without being marked. Printing firms in Toronto say that during the short time the regulation was in force increased business resulted, and in the opinion of the trade there is considerable benefit to be gained through the operation of the law in this respect.

Large Estimating Class In Toronto

The inauguration of the Standard Guide Estimating Class, under the auspices of the Toronto Typothetae, was featured by the presence of more than sixty students and the enrolment is expected to reach a total of seventy or more. The class is under the direction of E. Call, of Southam Press, Limited, who is a very competent instructor. A good deal of interest is being manifested in the work by the master printers, forming as it does an important feature of the program laid out by the Toronto Typothetae for the elevating of the standard of management of printing establishments.

Winnipeg Typothetae Instal Cost Bureau

FIELD SECRETARY F. W. Randolph, of the United Typothetae of America, spent a very busy two days in Winnipeg, last month.

On Monday, January 10th, Mr. Randolph met the Executive Committee of the Winnipeg Typothetae and discussed with them the plans and the budget for the coming year.

On Tuesday he was the guest at a noonday luncheon, and addressed the members of the Winnipeg Paper Dealers Association at 4 in the afternoon in the interests of the Long Price List. In the evening Mr. Randolph addressed the regular monthly meeting of the Winnipeg Typothetae explaining the U. T. A. program for local activities, laying special emphasis on the cost bureau and the credit bureau.

The first result of Mr. Randolph's visit was that the members of the Winnipeg Typothetae voted to install immediately the complete Cost Bureau and Credit Bureau as outlined by Mr. Randolph. To facilitate the introduction and maintenance of these additional activities the staff in the office of the Winnipeg Typothetae is to be increased from two to four. A Cost Accountant will be employed to devote his entire time to cost work in the plants of the members and a stenographer will be added to handle the office detail connected with the Credit Bureau. With these additions it is expected that great progress will be made in bringing the Winnipeg Typothetae in line with the leading local Typothetae associations who now operate these bureaus. Other activities will be added later as conditions warrant.

The subject of the Long Price List has been the subject of considerable discussion of late at all meetings of the printers of the city. The Winnipeg Typothetae has gone on record in favor of the Long List.

Montreal Printers Seek School Aid

THE urgent need of highly skilled and highly trained experts to look after the more important and more difficult features in the printing and allied industries is becoming more and more evident, and steadily attracting the increasing attention of master printers in Montreal, Canada.

The lack of technical training among the skilled labor employed in printing shops and in the composing room was brought forcibly home to employing printers at the time of the strike last year, and this gave a great impetus to the Typothetae school, which was in its inception stage here at the time of the outbreak. It is being felt, however, that there is a further step to be taken yet to fill the need for men equipped with technical and scientific knowledge, such as can only be gained in technical schools and universities, selected and co-ordinated so as to qualify them for important technical positions in the printing industry.

With the object of having some steps taken in this direction by the government of the province, a number of master printers from Montreal united with some members of the trade from Quebec City, to form a delegation which waited on Premier Taschereau, on Monday, January 16, and urged on him the need of adding courses suited to a career in the printing industry to the curriculum of the technical schools of the province.

The delegation was cordially received by the Prime Minister, who listened sympathetically to their statement of the case, and promised that the government would give it most serious consideration.

Important matters pertaining to the printing trade were considered at a conference of Typothetae District No. 16 at the Chateau Laurier, Ottawa, on January 14.

E. D. Berry Takes Position With U.T.A.

Edward D. Berry, well-known in the United States and Canada as an advertising man, editor, special writer and typographer, has been appointed director of advertising for the United Typothetae of America, with offices in Chicago. He has been a frequent contributor to Printer and Publisher.

Mr. Berry's first experience was in newspaper work, but he was for years a printing house executive in Chicago and surrounding territory, operating a plant of his own for a number of years.



EDWARD D. BERRY

New Director of Advertising for U.T.A.

Twelve years ago he became advertising manager for Ford and Johnston Company, wholesale furniture, and since then has spent most of his time in advertising and editorial work.

Mr. Berry was with the Lanston Monotype Machine Company for three years as director of publicity and traveling as representative of the president. While there he took over the editorship of "Monotype", which was awarded a special prize for consumers' house organs at the Direct Mail Convention at Springfield last year.

For the past eight months Mr. Berry has been managing editor of The Fourth Estate, New York. He was on the committee on Arrangements at the presentation of an editorial chair to President Harding by the editors of the country last July.

A Good Handbook

In educational work, the United Typothetae of America has gone far ahead of any other association in the United States or Canada. In fact, no other association has so thoroughly studied its educational problems nor has met them so constructively. The Typothetae now has a broad system for the training of apprentices, the training of skilled workmen, the training of shop foremen, and the training of executives.

Just what the Typothetae is accomplishing in this direction may be gleaned from a recently issued official handbook of the organization on apprenticeship training. The book is entitled "Practical Apprenticeship for Printers," and numbers 150 pages. It contains detailed suggestions concerning the training of apprentices for the printing craft and discusses among other things the meaning of apprenticeship, the organization for apprenticeship instruction, types of schools, equipment and instruction, the relationship of the employer to the apprentice, craftsmanship requirements, and a number of apprentice lectures.

It is set forth in the handbook that the apprentice in any mechanical trade should be instructed from the first in the most approved elementary processes practised by competent journeymen and he should be allowed to work only with standard materials, tools and accessories in common use in the practice of that trade. The U. T. A. handbook contains a list of such equipment.

Every printer can make good use of this splendid work.

Economic Spending Is Taught by The Press

Interesting sidelights on the place which newspapers fill in modern life were shed at a recent meeting of the Canadian business and professional women's club of Toronto by Miss M. Pennell, of the J. J. Gibbons Advertising Agency, who also spoke upon "The Romance of the Newspaper."

Miss Pennell stressed the role which a newspaper plays in moulding public thought, and in sustaining morale during a crisis, such as the recent war; in keeping alive the brotherhood spirit, and in preventing or detecting crime by throwing its spotlight on the criminal—this phase being illustrated by a reference to the part played by The Boston Post, in exposing Charles Ponzi, the master swindler.

Passing to the phase of advertising, the speaker contrasted the position which it occupied to-day, with that which it had held fifty years ago. Advertising, she declared, had brought about the science of economic spending. It had built and maintained large businesses, many of which, should their entire plants be wiped out by fire to-morrow, would be able to raise sufficient capital to replace them, simply because of the hold which the names of their products had upon the public.

Advertising, however, Miss Pennell warned, must be consistent. Manufacturers who had ceased to advertise once their business assumed stable proportions, generally discovered their error only after it had wrecked the business. The speaker referred to the part played by newspaper advertising in the Victory loan campaigns.

Successful Dollar Day at Kingston

The Kingston Daily Standard, Kingston, Ont., published on January 31st, 1922, their second co-operative Dollar Day Edition, the second of such Dollar Day editions ever attempted in Kingston—The Standard, with the co-operation of the merchants, having promoted the original one last summer. Fifty merchants co-operated with The Standard and all reported good business on Thursday, the 2nd of February, which had been advertised as Dollar Day. The paper consisted of 28 pages printed simultaneously on The Standard's 28 page Goss Press.

The local merchants have all expressed enthusiasm and thanks to The Standard for the promotional work which was done in making the Dollar Day in Kingston a success.

New Vice-President of Advertising Agency

Harold M. Reid has been appointed vice-president of Smith, Denne and Moore, Limited, Montreal and Toronto, succeeding A. J. Denne who recently resigned to enter business for himself.

Mr. Reid has spent practically his entire business career in advertising work, and is well known in publishing circles. He has been connected with the advertising agency of Smith, Denne and Moore for a considerable period and for some years has been on the board of directors. Mr. Reid will continue to make his headquarters in Montreal.

One of the jolliest events of the Toronto social season took place on Friday evening, January 27th in the Jenkins' Art Galleries, Toronto, on the occasion of the MacLean Publishing Company pance. There was an unusually good turnout. There is no record of figures, but as the whole floor of Jenkins' Art Rooms was used, almost doubling the space used at former dances, and as that floor was always filled, it is evident that there was no falling-off in the enthusiasm that is always evidenced for this, the big annual social event of the MacLean Club.

PROOFROOM PAGE

By JOHN DRIMMY

ONE READER asks me to give him a few simple rules for the use of commas. Considering that volumes have been written on the subject, it is hardly possible for me to do very much for him in the small space at my disposal. For the writer or proofreader however who is inclined to hunt through his work to find where he can insert commas there is one very good piece of advice he might follow. It is the same as that given by Mr. Punch to those about to marry:—"Don't." The tendency nowadays is to simplify punctuation as far as possible and not to use commas unless they are really necessary or useful in enabling the reader to see at once the meaning of the sentence without having to read it over again.

Of course there is a happy medium in all things and it is this we should endeavor to find. If commas are used at every point where they are logically correct this is the kind of sentence we are bound to get:—

He was born, in, or near, Winnipeg, on Jan. 1, 1880.

Who Investigated?

Nobody but a "comma fiend" would perpetrate such a monstrosity as this. On the other hand, if we neglect the use of commas when they are necessary, we are liable to get ambiguities such as the following:—

Mr. Carstairs the new clerk whom the manager had appointed after investigating the matter sent in his report.

Here we cannot tell whether it was the manager or the new clerk who made the investigation. But if the sentence is punctuated in either of the two following ways we can see at once what is meant:—

Mr. Carstairs, the new clerk whom the manager had appointed, after investigating the matter, sent in his report.

Mr. Carstairs, the new clerk whom the manager had appointed after investigating the matter, sent in his report.

In the latter case it would be more correct to insert the words *after investigating the matter* between *manager* and *had* or after *whom*.

In cases of this kind, of course, commas are absolutely necessary, but, in the majority of cases, when you are in doubt you are more likely to be right in leaving out the comma than if you insert one. There are so many cases, as exemplified in the first sentence given above, in which it is not wrong to use commas, but in which they are not really necessary; the chances are that your sentence may be one of these.

This much may be said as regards the use of commas in general. In the following issues I will find something to say of their particular use and so, in time, I may be able to cover the subject fairly well for all practical purposes. Meanwhile, will my readers please send along any queries they may come across?

Singular and Plural Verb

Query—"Talk is one thing: deeds are another." Is the latter half of this sentence correct, or could it be better expressed than by using the plural verb with *another* which is singular?

Answer—The sentence as it stands is quite correct. *Deeds* is the subject and being plural requires the plural verb; *another* is the complement of *deeds* and does not affect the verb. In some cases subject and complement change places, e.g.:—

The only thing Canadian about him *were* his snowshoes.

This may not be wrong, but it is better to regard the noun standing before the verb as the subject and say:—

The only thing Canadian about him was his snowshoes.

While on this subject of number I might mention a very common error which occurs when a singular noun comes between a plural subject and its verb or a plural noun between a singular subject and the verb. Here are a few instances:—

There is much in the doctrines of the church, which *tend* to confuse one.

As it stands this means that the doctrines confuse one whereas it is meant to say that much in them confuses, and the verb should therefore be *tends*. Again:—

A great deal of indifference and lack of interest *are* evident.

Here of course it should be:— A great deal. . . . *is* evident.

One of the qualities which make it suitable for men *render* it unfit for women.

Here the verb should be singular, *renders*.

The practical results of his investigation was (*were*) etc.

The effect of the rules and regulations recently passed were (*was*) etc.

Here the correct words are those in parentheses.

One Use of the Semi-Colon

Query—I have difficulty in knowing where to use a semicolon instead of a period. Can you give me any rule for this?

Answer—A semicolon should be used when, although the two sentences are complete in themselves, there is still some direct connection in their meaning. e.g.:—

Mr. Jones is an exceptionally well educated man; he secured a first-class certificate with honours at the June examination.

The last sentence tends to confirm the statement made in the first, and so is directly connected with it.

Suppose however we have:—

Mr. Jones is an exceptionally well educated man. He was born in Toronto in 1881, etc.

Here his being well educated has nothing to do with his being born in Toronto, and a period therefore is preferable. There are of course other uses for the semi-colon; I have dealt here with this particular use only.

Query—Which is correct picknicing or picknicking?

Answer—In derivatives formed from words ending in *c* and beginning with *e* or *i* a *k* is inserted to prevent the *c* being pronounced soft. *Picnicing* would be pronounced to rhyme with *enticing* or with *noticing*. The *k* therefore must be inserted. Cf. also *traffic, trafficking, trafficked*, and *physic, physicked, physicking*.

Query—Your article on shall and will was very interesting to several of us. We have had several discussions on the use of *us* and *we* in such sentences as: "Us youngsters think of forming a club." We cannot agree as to when to use *us* or *we*. If you would give us a short article illustrating just how *us* and *we* should be used. I think it would be valuable to your readers.

Answer—There should be no difficulty in deciding when *us* and *we* should be used in such instances as this. It is only the word *youngsters* which is causing confusion in this reader's mind. Omit that word and we get

Us think of forming a club,

which manifestly is wrong.

Similarly—

He gave us (youngsters) permission to go.

not He gave we (youngsters) etc.

Try the sentence without the word youngsters and you will see at once which word is required.

NEWS OF THE TRADE

Canadian First Vice-President Electrotypers Association

In the selection of C. J. Hirt, managing director of the Rapid Electrotype Company, Limited, Toronto, as first vice-president of the International Association of Electrotypers, at the recent annual convention, the organization chose a man who is a thoroughly trained, mechanical expert in his line of work and one who has developed a big business institution.

The Rapid Electrotype Company, Limited, of which Mr. Hirt is the directing genius, has four extensive plants serving pretty much the whole of central Canada. These are located at Montreal, Toronto, London and they have been evolved from a small shop doing five hundred dollars monthly business in Montreal to the big annual output from the three Canadian plants. The Toronto plant at 185 Richmond street, is characteristic of the other plants. It is equipped right up to the minute.

Mr. Hirt got his taste for mechanics in the plant of the Russell Wheel and Foundry Company in Detroit. From 1901 to 1909 he was the shop superintendent for



TORONTO PLANT OF RAPID ELECTROTYPE CO., LTD.

the McClure Newspaper Syndicate in New York. In 1909 he moved to Montreal, where he was appointed manager of the Dominion Newspaper Syndicate. In the latter plant was a small electrotype foundry which gave some small play to Mr. Hirt's mechanical and business genius, and he quickly developed it into a large plant. By 1911 he had changed the name to the Rapid Electrotype Company of Canada, Limited, and in 1916 he bought out the National Electrotype Company of Toronto, which was then the smallest foundry in the city. In 1918 the Charles Bush Electrotyping Company, of London, Ont., was taken over. These four plants are merged under the name of the Rapid Electrotype Company, Limited, with Mr. Hirt as managing director.

The company only recently moved into its new premises in Montreal. The Toronto building was erected in 1919, and its five thousand square feet is exclusively devoted to electrotyping.

The Miller Saw-Trimmer Company announces a saw-sharpening service for users of the Miller product. The company furnishes a well-constructed box in which to ship the saw and will make an effort to sharpen all saws and return to the printer the day received.

"Show-Me" Show

Miller and Richard are conducting what is termed a "Show-Me" show at No. 7 Manning Arcade, Toronto. The show consists of a demonstration of Miller Automatic equipment, and is put on for the purpose of exhibiting in a practical manner to the printers of Toronto and vicinity the possibilities of Miller equipment in production of job work.

A feature of the exhibit is seen in the new C. & P. Craftsmen Press with Miller Automatic Feeder. This machine is capable of handling all classes of job printing, taking heavy forms of any description, including embossing jobs. It has a speed of 1,800 impressions per hour.

Another machine being demonstrated is the 10 x 15 C. & P. press with Miller Automatic Feeder, which takes all classes of job printing up to 10 x 15 inches. It has a maximum speed of 2,300 per hour.

A third interesting press is the 8 x 12 C. & P. press fitted with Miller Feeder and made-up envelope attachment. This feeds envelopes as well as flat stock automatically at a speed of 3,200 per hour.

Notable features of all these automatic machines include the fact that they produce practically every running impression of the time of the presses, and a competent pressman can easily attend to two or three machines.

The work of the Miller Universal Saw-Trimmer and the Miller Bench Trimmer are also included in the demonstration, with complete equipment.

The "Show-Me" show has been going on for two weeks and the demonstrations have no idle moments. The show is immensely pleasing to the Miller Feeder representatives and especially to Mr. J. H. L. Patterson, manager of the Miller & Richard Toronto office.

A New Hebrew Press

Dr. Cyrus Adler, of Dropsie College, writes in the Journal of American Oriental Society (Yale University Press) a very interesting article about the solution of the problem of using typesetting machines for the composition of ancient, or accented, Hebrew.

Some action was necessary, because of the high cost of books in Hebrew, and because of the increasing demand for such books.

It was the generosity of the late Jacob H. Schiff, Louis Marshall, Esq., and others that created a fund for the erection of a Hebrew press.

In setting Hebrew, the characters must be set in one line and the vowel points and accents set in the following line so that they will come directly above or below the characters which they affect. Heretofore no typesetting machine has been found whose measurements were exact enough to do this difficult work.

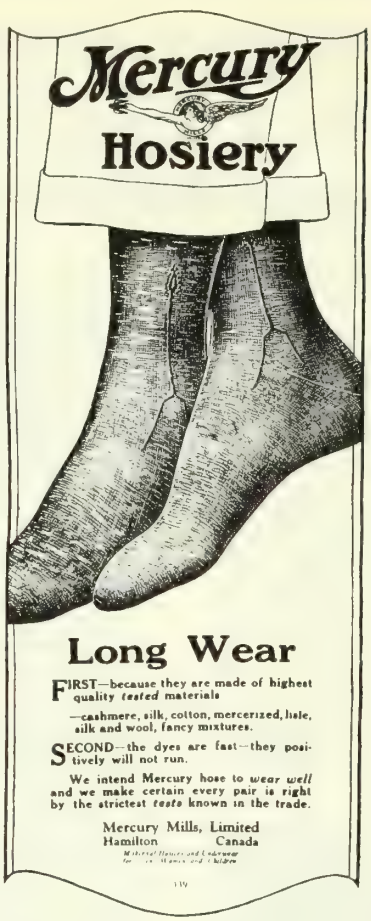
After much study, it was finally found that the Monotype, with its unit system (under which all characters are of a known and automatically recorded width) could be adapted to Hebrew composition. The first machine is now successfully in operation in the Hebrew Press in Philadelphia. The keyboard operator on this Hebrew machine has set up a galley of Hebrew type with vowels on the machine in forty-five minutes, as against four hundred and fifty minutes by hand.

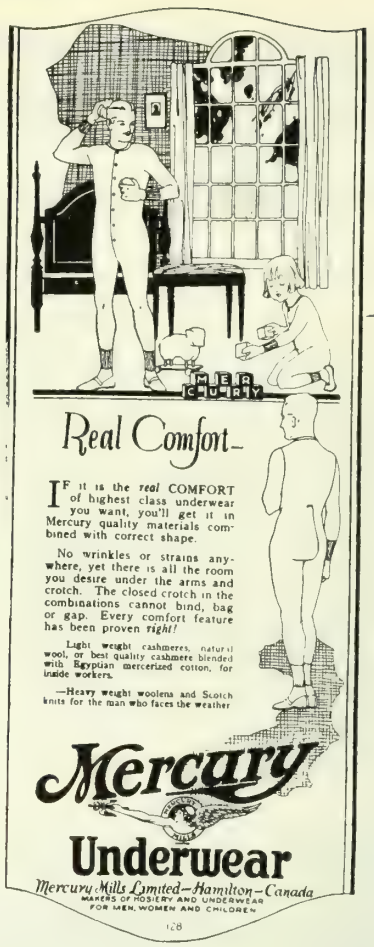
Dr. Adler states that "it may be fairly said that a revolution in Hebrew printing has been effected." Other Oriental languages also may be adapted to the new Hebrew machine.

The Lanston Monotype Machine Company, Philadelphia, has bought outright the patents, business, and all assets of the Barrett Adding Machine Company. The entire sum of the purchase price was paid in cash.

The responsible officials of the Monotype Company express satisfaction at having acquired the ownership of the Barrett Portable, since the processes employed in the manufacture of an adding machine are very similar to those used in building the Monotype Keyboard—the same classes of machines, of materials and of workmen being available for both machines.







THREE EFFECTIVE ADVERTISEMENTS

An authority on advertising has said that to make an advertisement successful you must get people to see it, read it, understand it and believe it. These points pretty well sum up the necessities of all advertising and in regard to the advertisements exhibited above, close adherence is shown to the principles just set forth. They are attractive, they are easy to read and they tell a convincing story. The advertisements were prepared by McConnell and Fergusson, Advertising Agents, Toronto. Brigden's Limited, Toronto, did the artwork and engraving, and George A. Davis, Toronto, is responsible for the typography. The reproductions shown here are very small compared to the original displays, the latter being eleven inches deep by two columns wide, newspaper measure.

Attractive Piece of Art Printing

A very fine piece of art printing has just been turned out by Rous and Mann, Simcoe Street, Toronto, and mailed to a selected list of customers. It is a reproduction in quadri-color of some Persian pottery, the original of which is in the Royal Museum. The ability to reproduce with ink as faithfully as it has been done on the sample, the marvelous coloring and design of the pottery, is, in its way, almost as great an achievement as the original making of the pieces and shows what can be done in the reproduction for commercial purposes of almost any article, no matter how intricate the design or how unusual or delicate the color. It was to impress this fact upon the customer that the reproduction was made and mailed out. The picture is in four colors, is handsomely mounted on richly ornamented stock and is enclosed in a suitable folder.

Unique Job Printing

There is always something distinctive about pieces of printing Printer and Publisher receives from time to time from the job department of the Lethbridge Daily Herald. Sometimes it is the unique typographical arrangements which lifts the Herald work out of the average class of printing; sometimes it is the blending of colors; and often, if it happens to be a booklet or folder, the shape, or the manner of folding, makes the work distinctive; or it may be a cut-out in the cover, similar to a cover of a booklet just received from the Herald, that lends individuality. This booklet was issued by the Herald in connection with a complimentary banquet by the staff of the Herald to Mr. W. A. Buchanan, the managing director. The first inside page contains a reproduction of the first issue of the paper as a daily in 1907, upon which is inserted a close cut halftone picture of Mr. Buchanan. An oval shape has been cut in the cover through which the head of the picture is permitted to show. This forms one of the features which make the booklet especially attractive.

The booklet comprises sixteen pages, measures 5" x 7¼", and is printed in black, blue and orange inks on white stock. There is no printing on the cover, but a six-point rule has been embossed in the stock leaving an inch margin clear around. The cover stock is semi-ripple finished with deckle edge; the inside stock is coated book, all of which is tied together with a red ribbon.

The contents are as interesting as the booklet is attractive in appearance. A history of the Herald's progress, the banquet menu, the toast list, the names of the original and the present staffs, clever skits and illustrations are included in its pages.

The Last Word

"And besides"—this is the title of a small folder inserted in the sales letter of one concern. It gives the company an opportunity to present that "last additional" sales argument which often is hard to incorporate in the letter itself. In preparing the booklet for the customer the printer evolved the idea of the letter. Two jobs instead of one and increased satisfaction and sales for the customer.

Printing—Its Limitations and Possibilities

(*Continued from Page 26*)

I want to, in passing, refer to one other that is probably more grave than any of those I have mentioned, and that is the difficulty in securing apprentices. It has been estimated that unless something is done to improve our procedure, in 30 years there will be no printers to man our machines. The situation is at last being considered seriously and a wonderful plan is being worked out by the U. T. A. No doubt within a short time we will be on the way to avert this danger.

Our local organization has, too, corrected some credit conditions, which, if they were not so serious, would be laughable. We had one fellow, for instance, who had his job printed by one printer one year and didn't pay; another printer another year and didn't pay; still another printer the third year—but we have him now. In our central office we have records of all dead-beats who have to date treated some poor printer as his victim; but of course there will always be dead-beats, and, among printers there will always be victims—maybe not quite so many, however.

I think I have gone as far as I should with our difficulties, or, as you call them, our limitations. If you will spare me a few minutes I would like to refer to what the possibilities of the industry are.

Progress of Printing Industry

I believe that no other business has advanced its processes of manufacture or improved its machinery and equipment in the way ours has. In 1814 the maximum capacity on the "London Times" was 200 impressions per hour; at the present time 24,000 copies of a (16) page paper are produced by a great many of the daily papers. In my time in the printing business I have seen, in Canada, the old drum cylinder, hand fed and incapable of accurate registration, replaced by 2-color cylinders, automatically fed and automatically delivering, and registering to the hair. I have seen rotary presses, used on catalogue work, which do the work of 10 cylinder presses and 8 folding machines; have seen bindery equipment installed with which 5 girls can do the work of 30, and a single trimming machine that does the work of 15 of the old cutting machines; have seen the introduction of an envelope machine that prints 12,000 envelopes in 2 colors, per hour, as compared with the old one-color platen, whose capacity was 1,000; have seen overhead shafting discarded for the individual station controlled motor. One could talk for a whole evening on this one subject of equipment.

In type setting there has been fully as great an advancement during that time. The Monotype method of setting type has been introduced, while the linotype of the present day has been so improved from the one of twenty-five years ago that you would hardly recognize it as the same machine.

Just about twenty-five years ago the first tricolor plate was made, and it eventually led to the quadricolor plate process, by which from different combinations of the our basic colors—black, yellow, red and blue—any article can be reproduced on paper in its exact colors. In this connection, there have been presses built, and are in operation, that will print all these four colors at once, at three times the speed of the old one-color hand-fed press. During that period Offset Lithography and the Rotogravure process have been introduced.

In connection with the Offset Process, I was fortunate enough to see, a couple of weeks ago in New York, a photograph reproduced and running on the press in ten minutes; some day plate making for one color purposes, at least, may be eliminated.

So rapid have been advances, it is pretty hard to guess how your printing is going to be done in the next decade. My idea is that anyone who does not depreciate his equipment in ten years at the most, is going to find it atiquated. It is this rapid change in process and equipment, as I stated before, that has had largely to do with our present over-equipment.

An Age of Specialization

Specialization has developed wonderfully in the last twenty years. The day has arrived when the printer who tries to do everything will do nothing well. The Department of Customs and Excise at Ottawa recently defined the Job Printer as "a Printer who does all kinds of printing." It did not take very much argument to show that the definition was not right. In that the wise Job Printer was the man who did those kinds of job printing which he was equipped for, and could do best. In other words, and for example—that the printer equipped for and conversant with catalogue printing was very foolish to undertake office system printing, and that the office system printer, while he might be the best in his line, would make a very poor catalogue printer.

The printer has for a long time been "getting away" with "quality" printing or "production" service, but, he is gradually getting the idea that is is difficult to exist on "quality" printing when so many can print well, and when people are inclined to buy closely, and that he will have to render other service than "production" service. In these days of keen competition and short orders anybody can give good production, and the successful printer will be the one who can not only give good production, but will give what we call a "personal" service, not only himself, but have each of his staff take a real personal interest in the customer and his work.

There is still another service that I believe you will see rendered to a much greater extent in the next ten years, and that is an advertising service. The printer lives, to a great extent, on his customers' advertising of one kind and another, but has rendered no, assistance in preparing it. In other words, he has been contented to take business if you had it to place. You will see the printer develop, before long, who doesn't want to do a job of printing solely for the sake of the business involved, but who would like to make that printing get real results for the buyer. In order to do so he will have to retain experts to analyze the customer's sales difficulties. There isn't any question but that what we call direct-by-mail advertising, if intelligently prepared, is the distributor's best salesman, and some day will be used a great deal more than it is. It is going to take education on the part of printing organizations to put the idea across, and I frankly admit that our lack of organization for the past good many years has given the field to the Space Men where they were not always in the position to give the service that we could and should have given.

Possibilities in Direct-By-Mail Advertising

The American Writing Paper Company, the largest of its kind in the world, will spend in the coming year over half a million dollars in instructing the printer in the possibilities and production of direct-by-mail advertising, and in popularizing it with the consumer. Altogether, they expect to mail the printer and consumer over seven million very carefully prepared booklets. If any of you are interested, I do not know but what we could arrange, through the Toronto Typothetae, to see that copies of the various publications are sent you.

A funny thing about the printer is that, while he lives on advertising, he won't use it himself. I believe, however, that we are getting religion in this direction too, and you will hear more from us than you have.

Lord Atholstan Donates Another $100,000

The Earl of Athlone, King George's brother-in-law, representing hospital opinion in London, has asked Lord Atholstan, publisher of the Montreal Star, to change his offer of one hundred thousand dollars, to make it gradually applicable in aid of research work. The following is Lord Atholstan's answer:

Montreal, 3rd February, 1922.

To the Earl of Athlone,
London.

Your suggestion to change my offer of one hundred thousand dollars stands for the real discoverer. The offered to a discoverer of an approved medicinal cure for cancer, the discovery to be given to the world as were Lister's and Pasteur's discoveries

I am now writing to donate a second hundred thousand dollars. The first offer of a prize of one hundred thousand dollars stands for the real discoverer. The second hundred thousand is to help meantime in work of research and is available per letter to-day.

Any competitor who reads Vallery Radot's "Life of Pasteur" will know how to proceed to win the prize. The discouraging attitude of governments and peoples towards Pasteur during the process of his seven marvelous discoveries will warn present age against parsimony.

ATHOLSTAN.

CROSS-CANADA NEWS

The Canadian Statesman, of Bowmanville, Ontario, has absorbed the Newcastle Independent.

A. F. Jamieson, former member of the Mail and Empire staff, Toronto, has been appointed assistant librarian of the Alberta Provincial Library. He is a graduate of the University of Toronto.

Sir John Willison, journalist, of Toronto, addressed the St. Catharines Women's Canadian Club on "Two Men and Two Books," being "The Letters of Sir John Macdonald," by Sir Joseph Pope, and "The Life of Sir Wilfred Laurier," by Prof. O. D. Skelton.

Sam Farmer, editor of the Port Perry Gazette, made a special trip to Toronto, February 4, to attend a meeting of the Ruskin Literary and Debating Society. He is an old member of the club and he entertained the gathering with varied reminiscences of former days.

W. J. Jeffers, who for the past few years has been resident correspondent of The Toronto Globe in Ottawa, was presented with a fine suitcase by his colleagues in the Parliamentary Press Gallery, before he left Ottawa to become Financial Editor of Saturday Night, Toronto. The gift was made by Mr. H. E. M. Chisholm, President of the Gallery.

Dr. Arthur B. Clark, a former Toronto newspaperman, died at Plantersville, South Carolina, last month. Dr. Clarke, who was well and favorably known in Toronto, was connected with the business office staff of the old Empire, and afterwards with the Toronto News and the Detroit News. After joining the staff of the latter newspaper, Mr. Clarke was compelled to go South for his health.

If the vigorous first issue may be taken as a criterion, the Northern News, which has just entered the ranks of New Ontario journalism, and made its bow to the residents of Cobalt and vicinity, a long, useful and successful career is in store for the venture. An attractive-looking production typographically, and brimful of news intelligently and readably told, it is a distinct acquisition to the press of the province and the northland. In a modest foreword, the publishers promise that The Northern News shall be "a newspaper, not anybody's organ," and that it will stand "four-square on all public questions." It will be independent in politics, and its chief aim will be to secure the progress of the north.

The Congregational Publishing Society, of Boston, has appointed the Rev. W. E. Gilroy, B. A., B. D., to succeed the Rev. Dr. Howard A. Bridgman, as editor of the Congregationalist, Boston. Mr. Gilroy is well known in Canada and lived here until a few years ago. He first entered the minstry of the Methodist church, but after a few years accepted the pastorate of a Congregational church in Toronto, later going to Brantford and then to Hamilton. Less than two years ago he accepted a pastorate in Fond du Lac, Wis., where he was laboring when the call to his new responsibility came. Mr. Gilroy for years assisted in editing the Canadian Congretionalist and he has been a frequent contributor to both the religious and secular press.

A luncheon was given at the King Edward Hotel, Toronto, under the auspices of the C.N.N. & P.A., to 17 members of the Scottish Woollen Trademark Association, and 35 representatives of the woolen trade in Canada, recently. This luncheon was held for the purpose of affording an opportunity for the Scottish manufacturers to meet, under the auspices of the Association, leading representative buyers of woolens in this country and incidentally of impressing upon both the visiting manufacturers and the Canadian manufacturers, wholesalers and retailers, the important function which business papers are performing in the development of trade in Canada. John Weld, President of the C.N.N. & P.A., was unable to be present, and the meeting was presided over by H. T. Hunter, MacLean Publishing Co., Toronto.

It is announced that Lord Atholstan has sold the Montreal Herald to a syndicate of Liberals headed by Senator J. P. B. Casgrain, who, as president, signs an article in the paper announcing its policy.

Frank Alexander, prominent in tradepaper publishing circles of Toronto, has resigned from his position with the Commercial Press to become advertising manager of the MacMillan Publishing Company, Toronto.

The appointment is announced of Omer Langlois, for some years a member of the Parliamentary Press Gallery as correspondent of Le Soleil, to be Secretary to Hon. Ernest Lapointe, Minister of Marine and Fisheries.

J. C. Edwards, for several years advertising solicitor for Hardware and Metal, Toronto, has taken a position with the Reid Press, Hamilton. He will act in the capacity of Toronto representative and will solicit orders for printing for the Hamilton firm from his office in Toronto.

Ald. J. M. Cowan, news editor of the Niagara Falls Evening Review, was re-elected to the Niagara Falls City Council at the civic election this year. He was one of two survivors of last year's council. The other seven were defeated. There was a field of 29. Ald. Cowan is Minister of Finance in the new council.

F. H. Leslie, President of the Evening Review, Niagara Falls, Ont., chairman of the Niagara Falls Collegiate Institute Board, and a member of that body for many years, did not run for the new Board of Education this year. Mr. Leslie was again appointed Chairman of the Town Planning Commission.

The St. Thomas Times-Journal has appointed Messrs. Stevens, Gibbs & Baumann, Inc., with offices in New York and Chicago, as their advertising representatives in the United States. The Times-Journal, of which company L. H. Dingman is the president, is among the foremost and most progressive daily newspapers of the smaller cities of Canada.

T. P. Taylor, since 1916 assistant manager of The Beacon, Stratford, has been appointed to a position in connection with the management and survey department of the Ontario Religious Education Council. He will make Toronto his headquarters. Mr. Taylor has been identified with newspaper work for fifteen years, and is one of the well known figures about Stratford.

The death of James Walterhouse, a well-known Toronto printer, and prominent member of a number of fraternal organizations, occurred at the Toronto General hospital. Mr. Walterhouse, who was in his 55th year, had been a resident of Toronto for nearly 40 years. He had worked on the composing staff of a number of papers throughout the city and was a member of Typographical Union No. 91.

Elgin Harris, Reeve of Burlington, Ontario, publisher of the Burlington Gazette, received the honor of Wardenship of the County of Halton at the inaugural meeting held in January. He is the third newspaperman in the history of the county to receive this honor in the past 15 years. R. D. Warren, formerly of the Georgetown Herald, and A. S. Forster, Oakville Star, are the other newspaper men formerly honored in this capacity.

In a recent issue of the Kincardine Reporter, Editor Hunter utters a friendly "tut tut" to two warring editors of the east. Thus: "Down in Nova Scotia they are ardent politicians. In this week's Reporter we give two samples of their gentleness from the Eastern Chronicle, New Glasgow, N.S. We understand both editors worship in the same church, take communion together, and expect to go to heaven. It looks as if there would have to be a change before they reach the final resting-place. However, it is said the Nova Scotians didn't want to go to heaven, because they believe there will be no politics there, and they thrive on politics."

Phone Adel. 5458 *Night Phone Jct. 2987*

A Few Choice
REBUILT MACHINES

540—No. 43 Optimus Press, bed 28½x41
521—Scott Drum Cylinder, bed 24½x31
409—11x17 Auto Press, hand fed
539—14x22 Colt's Armory
530—12x18 Falcon
486—18x22½ Caxton
1695—10x15 Golding Press with direct connected motor, 25 cycle 220 volt, single phase.
1691—11¼x17½ Haddon Safety Press
1670—38″ Auto Seybold Cutter
502—16″ Challenge Lever Cutter
396—New Jersey Wire Stitcher, ¾ in.
512—No. 7 Brehmer Wire Stitcher
536—No. 8 Brehmer Wire Stitcher on Stand
529—New Jersey Wire Stitcher, ½ in.
442—24″ Rosback Treadle Perforator
407—500 lbs. Metal Pot, gas

8x12, 10x15 and 13x19 Rebuilt Gordon Presses
Large assortment used Type, Cases, Galleys, etc.

SECOND HAND CABINETS

STEPHENSON, BLAKE & CO.

C. H. CREIGHTON, Manager
130 West Wellington Street, TORONTO

"THE Canadian Printer & Publisher," Canada's National Printing Trade Journal, has been one of the dominating influences of the trade for the past thirty years.

To those who wish to keep in close touch with any phase of the printing and publishing trade "The Canadian Printer & Publisher" gives information that is invaluable; information that is compiled by a staff that keeps in close touch with the allied trades.

In the past, printers and publishers bought their equipment from the nearest manufacturer, not considering the price and quality to a very great extent. Now that we have entered a new era in which publishers are buying the best at the lowest possible price, a guide to buying economically and sanely is absolutely necessary. A **good** guide is the advertisement section of this magazine.

Employees will find "The Canadian Printer & Publisher" a means for improving their efficiency. Splendid technical articles appear frequently, from the pen of leading artists and writers.

The subscription price is $3.00 ($3.50 in U.S.A.) per year, which is in reality a small investment, for in time the information derived from this journal will help to make a success of your business and every-day work.

THE CANADIAN PRINTER & PUBLISHER

143 University Ave. TORONTO, ONT.

Brass Rule Made to Order *Roller Composition and Casting*

GEO. M. STEWART

PRINTING and BOOKBINDING MACHINERY

TYPE and SUPPLIES

92 McGILL STREET, MONTREAL
PHONE MAIN 1892

Thoroughly Rebuilt Cylinder and Platen Presses, Paper Cutters and Machinery of all kinds for Printers, Bookbinders, Box Makers, etc. Write and state your requirements.

S. C. Ward has rented the *Herald*, of Morris, Man., from A. E. Code.

Geo. Roscoe has purchased the *Star*, of Kelliher, Sask., from Frank Frawley.

C. J. Milligan and Jos. McKibbon are now the owners of the *Times*, Delia, Alta., Mr. Milligan acting as editor and Mr. McKibbon as manager.

Montgomery Bros. have purchased the See Benprint Shop at Innisfree, Alta., from B. W. Karman.

Geo. Brown, who has been publishing the *Enterprise*, at Middale, Sask., has moved his plant to Preeceville, Sask., and will publish a weekly newspaper at that point.

Louis J. Ball, of The Vernon News, is again serving as an alderman of the City of Vernon, having now been doing duty in this capacity for a considerable number of years.

T. Hugh B. McCullough, formerly publisher of the Chatsworth News, has taken possession of the Weyburn Review, not the Herald, as reported in the January issue of this paper.

A. A. Fraser, who has been publishing the *Tribune* at Allan, Sask., has discontinued the newspaper, and has moved his plant to Saskatoon, where he will carry on a job printing business.

The Salmon Arm Observer, until recently published by H. E. Moore, has been taken over by Mr. Patterson, of Kamloops, who is now in charge. Mr. Moore has gone to Vancouver.

W. E. McTaggart, editor of The Vernon News, was recently elected to the office of President of the Vernon Board of Trade. As there are many matters which call for the consideration of the Board of Trade, a very busy year is expected.

Crossland Printing and Litho. Limited has recently been incorporated in Edmonton with a capital of $100,000 for the purpose of taking over the printing business established by Dredge and Crossland Ltd., some eight years ago, and adding thereto an up-to-date lithographing plant.

A. R. Sills, for the past three years advertising manager of the Brandon *Sun*, has been appointeed advertising manager of the Kitchener *Telegraph*. Mr. Sills was previously connected with J. Bower Lyon Advertising Service, of Ottawa, and later with A. McKim Limited at Montreal and Winnipeg.

F. W. Galbraith, of the Red Deer Advocate, spent a few hours in Vernon recently. He had journeyed to Penticton, where he spent a few days, and then went onto the coast for a short visit. Mr. Galbraith is very much interested in municipal matters, having served as alderman and mayor for various terms, and inspected the Vernon power plant while in the city.

Hugh Savage, of the Cowichan Leader, Duncan, B. C., recently addressed the publishers of the State of Washington, at a Convention of the Washington State Press Association. It is probable that a return visit will be made by the attendance of Dean Spencer, of the School of Journalism, or Mr. Kennedy, at the time of the Convention of the B. C. and Yukon Press Association.

R. J. McDougall some months ago took over the interests of Messrs. Hanley and Brown, who had started a small paper, and this has now been discontinued. The Penticton Herald has been published semi-weekly since last May, and the venture seems to be proving successful. Mr. McDougall has also taken over one of the stationery stores, which he is conducting in conjunction with his paper.

R. E. White, of the Summerland Review, has recently launched a monthly magazine called the Canadian Fruit Grower, which is to be devoted to the interests of the principal occupation of the residents of the Okanagan District—the growing of fruit of all kinds. The initial numbers have been very creditable from both a literary and mechanical standpoint, and should be much appreciated by those engaged in this industry.

After forty years with Brown Bros., printers and manufacturing stationers, Simcoe street, Toronto, G. E. Roden has resigned his position and will retire from active business. Mr. Roden's retirement has become necessary on account of failing health. He will proceed to the Southern States for some months and will afterwards go to the Canadian West with his family. Mr. Roden is widely known in printing and publishing circles, both in Canada and the United States.

William Randolph Hearst, United States newspaper magnate, is said to be anxious to add the Port Huron Press to his string of publications, and it is said his plans include the circulation of a special edition for the Canadian side of the border. It was only a little over a month ago that Sarnia immigration authorities turned back Hearst newsboys who created a disturbance in Sarnia, while selling his Detroit publications.

Geo. W. Davidson, of Czar, Alta., has disposed of the Czar *Clipper* to Editor Betts, of Hughenden, who will also continue to publish the Hughenden *Record*.

F. A. Williams, proprietor of the *Herald*, Cranbrook, B. C., was made very happy during the closing hours of the old year in the arrival of a wee daughter into his home.

F. A. Williams is the new owner and editor of the *Herald*, Cranbrook, B. C. He was formerly with the *Review*, of Summerland, B. C., and at one time with the *Citizen*, of Kerrobert, Sask.

The Miller Saw-Trimmer Company, Pittsburgh, make the announcement that Miller and Richard Company, Toronto and Winnipeg, are the sole representatives of the Miller Saw-Trimmer Company in Canada, with the exception of the Province of British Columbia. The Canadian representatives, it is stated, are in a position to adequately serve the trade in Canada.

The printers' strike is practically a thing of the past as far as Winnipeg is concerned, according to a report from the headquarters of the master printers of that city. The offices are running along smoothly and the Open Shop group includes 41 firms which represent by far the bulk of the printing industry in Winnipeg, it is stated.

Maritime Provinces Loses Prominent Weekly Publisher

The death occurred at his home in Bridgetown, Nova Scotia, on Friday afternoon, February 3rd, of one of the best known weekly newspaper men in the Maritime Provinces, O. S. Dunham, proprietor and editor of the Bridgetown Monitor. Mr. Dunham was taken ill on the Monday previous to his death with influenza which later developed into pneumonia.

The deceased was a native of Digby, N. S. Over thirty years ago he entered the office of the Digby Courier and steadily advanced until he became the editor and manager. In 1917 he leased the Bridgetown Monitor and moved to Bridgetown where he has resided ever since.

Mr. Dunham published one of the best weekly papers in Nova Scotia and along with it he conducted a successful printing business. He took a keen interest in everything pertaining to his business and had a wide acquaintance among the newspaper fraternity. Accompanied by Mrs. Dunham he attended the Annual Convention of the Canadian Weekly Newspapers Association in Vancouver in June last making the trip both ways by C. P. R.

He was an Oddfellow and in his own home lodge and in Grand Lodge he was a prominent worker. While in Digby he was an enthusiastic yachtsman and for many years he was commodore of the Digby Yachting Club. Many visitors to that charming resort carried away pleasant memories of the genial and enthusiastic commodore who gave them such a hearty welcome. In closing an editorial appreciation of the deceased the Halifax Chronicle, of which Mr. Dunham had been a correspondent for many years, remarking on his keen zest for news and an enthusiasm for his work which never failed him, said that no newspaper had been more loyally and faithfully served than had the Chronicle by him during a long period in which he covered important events for that paper. The Chronicle concluded the article as follows:

"Mr. Dunham was a good newspaper man and a public spirited citizen, and his death in the very prime of life is a serious loss to the community which he so loyally served. We share in the sorrow of his friends everywhere at his passing and tender his bereaved family our sincere sympathy."

Deceased leaves a widow and one daughter, who is married in the Canadian West.

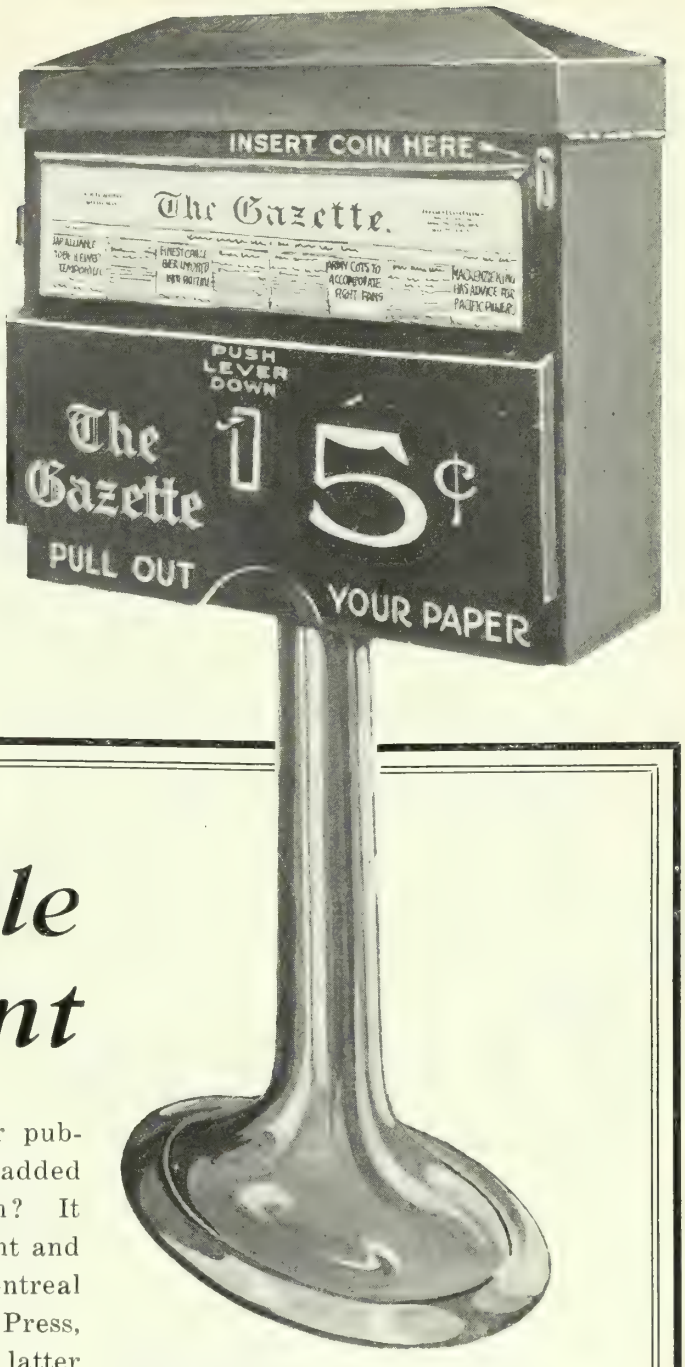
"McLean's" Takes Over Farmers Magazine

Announcement is made by the MacLean Publishing Company, of Toronto, of the amalgamation of FARMERS' MAGAZINE with MACLEAN'S MAGAZINE. The amalgamation is the result of the maturity of a conviction that Canadian farmers of the class who have been subscribing to FARMERS' MAGAZINE are ready to demand and appreciate a national news magazine of the type of MACLEAN'S—and that it would be a welcome move for the company publishing these two magazines to amalgamate the two publications and concentrate their energies on the continued betterment of MACLEAN'S.

The addition of FARMERS' MAGAZINE subscription list to MACLEAN'S circulation, after all arrears and duplications are eliminated, will give MACLEAN'S MAGAZINE at once a total circulation of approximately 100,000 copies each issue.

The Silent Newsy

Through Service it Sells



A Profitable Investment

You naturally ask, as a newspaper publisher, does **The Silent Newsy** mean added expense to the cost of distribution? It does not! It is a genuine, permanent and profitable investment. The Montreal Gazette, likewise the Montreal La Press, are proving this to be a fact. The latter have ordered 500 machines.

Pedestal does not come as part of box but will be furnished at extra cost if desired

The Silent Newsy is a profitable investment for the reason that when the newspaper rents the machine from the company it may be re-rented to the newsboy or newsvendor at a cost of 50 cents per box weekly. The cost of the machine is $125 or $25 a year on a rental basis until the machine is paid for. It is therefore but a matter of time until the machine is paid for through re-renting privileges.

Add to this the benefits that accrue to increased circulation, and the time and money saved in securing reliable distribution. Thus there is no question as to **The Silent Newsy** proving a profitable investment.

THE SILENT NEWSY has solved the problem of newspaper circulation. Have us explain how it will meet your requirements.

The International Vending Machine Co. Limited

2 St. Cecile Street, MONTREAL



The Reason
Why Nine Out of Every Ten
Printing Establishments Use

IMPERIAL TYPE METAL

THE days of careless buying are over. To-day a manufacturer must be convinced by comparative tests that the article he buys is absolutely the best. In other words he assumes the "I'm from Missouri" attitude which applies as much to Type Metals as anything.

Yet this attitude is the best possible boost for Imperial Type Metals, for in the face of closer buying than ever before the largest newspapers from coast to coast are consistently using these famous metals. And they use them because they have found, by actual tests, that Imperial Type metals give most perfect results for every printing purpose.



IMPERIAL STEREOTYPE
IMPERIAL MONOTYPE
IMPERIAL INTERTYPE
IMPERIAL LINOTYPE

THE CANADA METAL COMPANY LIMITED

MONTREAL HAMILTON TORONTO WINNIPEG VANCOUVER

Printers Wanted

We still have a few vacancies for compositors, stone men and linotype operators. The nature of our business offers advantages beyond those of the ordinary printing establishment. Many former employees of our mechanical department are to-day occupying highly-paid positions in our editorial and selling departments. The General-Manager himself was formerly a compositor. The scope for advancement is thus practically unlimited.

We have definitely adopted the open shop principle, and neither now nor in the future will any discrimination be shown against non-union employees.

For men desirous of getting into the ad-writing profession the composing room training offers an excellent opportunity. Among other advantages the business offers are opportunities for taking various training courses, our welfare and nursing service, group insurance (minimum $1,000) for men, and steady work the whole year round.

Apply at once personally or by letter to the Employment Department

The MacLean Publishing Co., Ltd.

TRADE AND TECHNICAL NEWSPAPERS AND MAGAZINE PUBLISHERS

143 University Avenue, Toronto

"Highest Production per Unit Enjoyed by Any Paper—"

The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

OFFICE OF THE
BUSINESS MANAGER

CHICAGO
Jan. 14, 1922.

The Goss Printing Press Co.,
1535 S. Paulina St.,
Chicago, Ill.

Dear Sirs:

We have now had our new Goss press equipment in constant use for more than a year. At the end of this time, we find that your press equipment gives us better service than anything we've ever had. Our complete daily edition which averaged last month more than 518,000 papers net, is regularly printed on your equipment of five decuple or six octuple presses. So far as we know this is by far the highest production per unit enjoyed by any paper in the country.

We are pleased to make this statement concerning the effectiveness of the equipment you installed for us, and to assure you that any prospective purchasers will be welcome to visit our plant and inspect the presses at any time.

Sincerely yours,

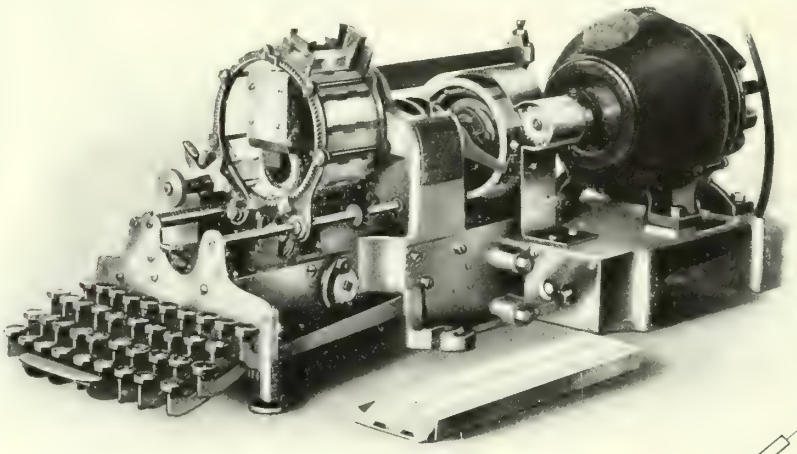
Business Manager.

SET:C

THE GOSS PRINTING PRESS CO.

CHICAGO NEW YORK LONDON

The "Reliefograph" Puts Science Into the Embossing Of POLLARD-ALLING Name Plates



Insures Fast Addressing

Because the name plates for POLLARD-ALLING AUTOMATIC ADDRESSERS are kept on reels, changes and additions are made with ease and speed. The light, aluminum plates can be embossed at rate of 250 plates per hour.



The plates rapidly unwind from the reels and print—just like the action of a moving picture film. In every other respect, too, the POLLARD-ALLING system is economically efficient. It takes up little space—can be operated by the unskilled and will turn out 12,000 addressed periodicals an hour. **Let us tell you what users say!**

Pollard-Alling Manufacturing Co.,

220-230 West 19th St.
NEW YORK, N.Y.

BINDERY MACHINERY AND SUPPLIES

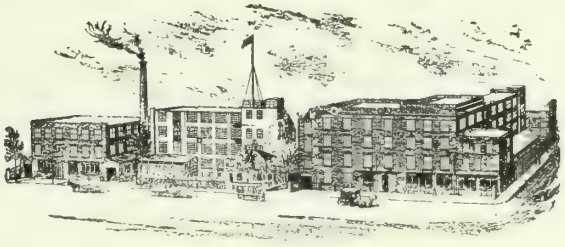
The complete line—everything you need for your bindery

Bindery Machinery—

We have the right machine for every phase of bookbinding work—cutters, folders, stitchers, punches, perforators, and numerous other smaller machines. To give you a thoroughly complete line is our aim. You can get your order promptly filled by us for any type of bindery machinery, and every machine is made by firms whose names are a guarantee of the highest quality. We offer our customers only the best. Years of experience have taught us your needs and, with new and greater facilities both for carrying stock and for distribution, we can offer you the best in bindery machinery, quick shipment, a full line of parts and expert erection and inspection. Send for literature on bindery machinery.

THE J. L. MORRISON CO.

445-447 King Street, West - Toronto, Ontario



Established 1810

SAMUEL JONES & CO., LTD.

Non-Curling

Gummed Paper

Now Stocked by the Large
Wholesale Paper Houses
Throughout Canada

We are also Manufacturers of all Classes of Coated and Box Covering Papers, Cloth Lined, etc.

Head Office:

BRIDEWELL PLACE, LONDON, E. C., ENG.

Works:

CAMBERWELL, SURREY TILLICOULTRY, SCOTLAND

CLASSIFIED ADVERTISEMENT SECTION

TWO CENTS A WORD. Box Number as five words; minimum charge is $1.00 per insertion, for 50 words or less, set in 6 pt. type. Each figure counts as a word. Display ads., or ads. set in border, are at the card rates.

FOR SALE

FOR SALE — WHARFDALE PRESS IN fine condition. Inside chase measurement 25 x 21 inches. This press has had excellent care. Will sacrifice for $300. Also 1 h.p., S. P. Motor shafting and belts $100. Thos. Somerville, Brantford, Ont. (p2p)

FOR SALE—WELL-EQUIPPED WEEKLY newspaper and job office in Quebec town. Linotype, cylinder press, folder, platen presses, etc.; all in good order. Subscription list of 1,800 at $1.50 and good volume of job work which can be enlarged. Plant and building will be practically given away for cash to quick buyer. Apply Box 828 Printer & Publisher. (p2p)

FOR SALE — MILLER SAW-TRIMMER; cost $450; sell for $350; terms; good as new. TYPE, 202, care New York World. (p2p)

FOR SALE—CENTURY CAMPBELL 2 REVolution Press 45 x 62 bed size, can be seen in operation. Bargain for a quick sale. Alex. Anderson, 93 Spadina Ave., Toronto, Ontario.

SAWS FREE—MILLER, LACLEDE, SYSTEM Point-Set, Others—Only $5.50. This price includes saw Furnished Free when saw you buy is worn out thru sharpering by us. Let us sharpen your saws until new saw needed and never again will you have to spend another cent on new saws. WONDERSAW, 202 W. 20th St., New York. (p3p)

FOR SALE—34" SHERIDAN AUTOMATIC Clamp Cutting Machine. Price $200.00. Vawter-Luckett, Limited, 545 King St., West, Toronto.

FOR SALE—One R. Hoe & Co., pneumatic matrix drying table; double apron; first-class condition; bargain. Apply Journal, Ottawa. P. 3 P.

FOR SALE—PAPER CUTTER 23 INCH Peerless Gem Lever. Good as new. For sale cheap. Has been replaced by power machine. Argus, Midland, Ont. P. 2 P.

WEEKLY NEWSPAPER FOR SALE.—IN Quebec town, eighteen hundred circulation, subscription $1.50 per year, paid in advance. Contract advertising 20 x 25 per inch. Building which contains house and office also for sale. $4,000 cash could handle plant, remainder of purchase price could be easily obtained in locality. Apply Box 834 Printer and Publisher. P.2P.

¶ Printer and Publisher is the only paper in Canada reaching the Printing and Publishing Trade.

¶ If it is to them you wish to advertise, there is no question but that Printer and Publisher is the medium you should use.

¶ Our Classified Advertisement Section is a result-getter.

WANTED

SPLENDID opening in rapidly growing plant for young man with ambition and thorough knowledge of Printing as Assistant Executive. Must be able to lay out work and be keen judge of quality in both black and color process. State age and full particulars of experience and qualifications. Box 831 Printer and Publisher. P. 2 P.

EXPERIENCED SALESMAN FOR JOB Printing House in Toronto—Salary and commission arrangement for right man. All applications will be treated confidentially. Give full particulars including phone number when answering. Box 832, Printer & Publisher. P. 2 P.

Are You Able to Turn Your Spare Hours Into Dollars?

If not and you are really trying to cash in on the spare moments you have—if you have made up your mind to sail in and actually increase your monthly income without hindering your regular work—you surely want to hear about this plan. Write for complete details to

Box 700
Printer & Publisher

COMPOSITORS WANTED

PRINTERS—SATURDAY NIGHT PRESS can give permanent employment under contract to one or two good job or make-up compositors. You will be paid according to ability, and you will be working in a brand new composing room with all modern equipment. Send us your name in confidence and we will arrange to have you visit us at our expense. If your application is accepted, your transportation and moving expenses will be paid. Tell us the kind of work you have been doing and if we cannot place you immediately, we will keep you in touch with openings as they occur. Saturday Night Press, 73 Richmond St. W., Toronto. (p3p)

POSITION WANTED

LINOTYPE MACHINIST OR INTERTYPE; expert mechanic; factory trained; seeks position after March 31. Can also operate 200 lines per hr.; married; previous position 5 years; present 7; Apply Box 833 Printer and Publisher.

OPPORTUNITIES

THE COMPOSITORS' OPPORTUNITY The Lanston Monotype Machine Company maintains Free Schools in Philadelphia, New York, Chicago and Toronto to which compositors are admitted for instruction in the operation of the keyboard. Steady employment and good wages are always to be had for Monotype Keyboard Operators. For further information apply to LANSTON MONOTYPE MACHINE COMPANY. (P.2.P.)

WHY WORRY ABOUT COMPOSITORS quitting? We quickly furnish rough sketches for type structures that enable even the novice to produce pleasing set ups. Mail a batch of display copy today, stating size of type form desired. The W. H. Holley Typographic Studio, Lock Box 16, Northfield, Vt.

APPRENTICES—LOOK—I CAN HELP YOU make money in your spare time. Right in your own town. No experience necessary. Write for detailed information. Sent by return mail. Write and write now. Box 703, Printer and Publisher. (pmp)

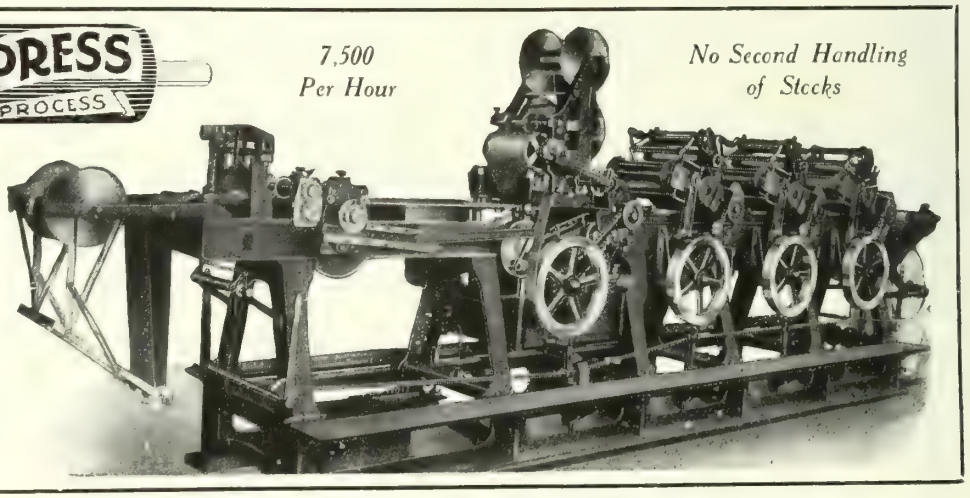
WANTED — PARTICULARS OF a double-feed reciprocating platen printing machine. Will makers send particulars to Information, care of MacLean Publishing Co., Ltd.

MULTI-NEW ERA PRESS PROCESS

7,500 Per Hour

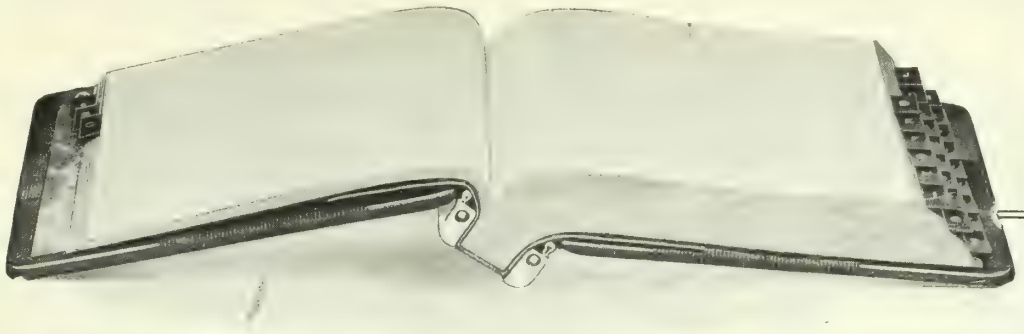
No Second Handling of Stocks

It is more than a Multi-Color Press. Prints in all colors on both sides of the paper at the same time; numbers, perforates, scores, die-cuts, punches, cuts both ways, rewinds or piles—all at a speed of 7,500 impressions per hour. One man operates the New Era and there is no second handling of stock necessary. WRITE NOW!



New Era Mfg. Co., Inc.

394 Straight St., Patterson, N.J.



Profitable Sidelines

EVERY printer wishing to increase his income can do so by handling **Adco Made-in-Canada Binders.** They have no leather backs to wear or become loosened. All surfaces are rounded. Stack well on desk and save office furniture. So efficient have they proved that every sale is a positive guarantee of repeat orders.

Here, Mr. Printer, is a splendid chance to build up a profitable business. Write for our dealer plan on selling **Adco Binders** as well as **Jackdaw Students' Note Books.**

W. V. Dawson, Limited
MONTREAL
TORONTO OTTAWA QUEBEC

What Do You Need From This List?

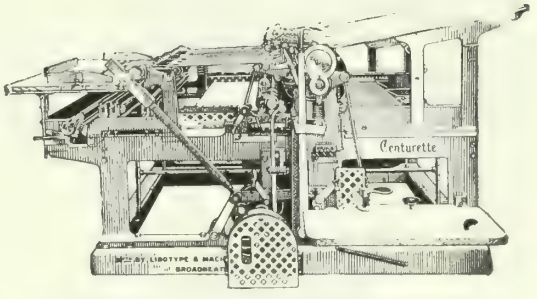
BOND PAPERS
LEDGER PAPERS
COVER PAPERS
CARDBOARDS
BRISTOL BOARDS
TAG MANILLAS
ENVELOPES

Centurette

Two-Revolution Letterpress Machine

THE CENTURETTE IS PROFITABLY EMPLOYED FOR SHORT RUNS AS WELL AS LONG RUNS, and has proved its efficiency under widely-varying working conditions, producing the best general commercial work at speeds up to 3,000 impressions per hour.

IT OCCUPIES NO MORE FLOOR SPACE THAN A SLOW-RUNNING MACHINE, and costs less to run because its upkeep charges are practically nil. Send for booklet.



BUILT for SPEED
In Make-Ready and Output

LINOTYPE & MACHINERY LIMITED
c/o Canadian Linotype Limited
119 ADELAIDE STREET, W., TORONTO



J. M. Huber says:

"There's no use fretting if your ink is too tacky on a cold morning. Just mix in a little

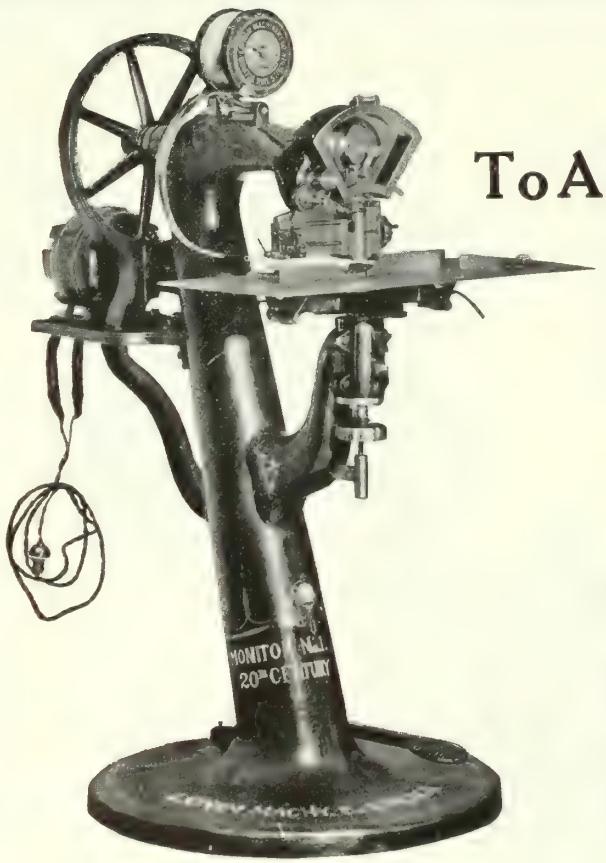
NOPEELINE

Your ink will then work smoothly on half-tones and solids without danger of peeling the stock."
Sold only by

J·M·Huber

Dry Colors Carbon Black Varnishes Printing Inks

366-378 Adelaide St., West
Toronto, Canada



MONITOR
Quality, Speed, Service

To All Ye Who Seek Profits!

The wide range of work—2 sheets to 7/8 of an inch of paper—of which the MONITOR No. 1 is capable, together with those qualities so necessary for SERVICE which are built into all MONITOR machines, make it a worth while dividend payer in any shop where a stitcher can be used.

Know the Monitor before Buying

Write for Booklet No. 31

LATHAM MACHINERY COMPANY
Builders of Wire Stitchers for Thirty Years
1153 Fulton Street

BOSTON 531 Atlantic Avenue. **CHICAGO** **NEW YORK** 45 Lafayette Street.

FOREIGN REPRESENTATIVES

H. J. Logan ..... Toronto, Canada
Geo. M. Stewart ..... Montreal, Canada
John Dickinson & Co. ..... Cape Town, South Africa
Wm. Dawson & Sons, Ltd. ..... Otley, England
Fonderie Caslon ..... Paris, France
Lettergieterij "Amsterdam" ..... Amsterdam, Holland
Carmichael & Co., Ltd. ..... Sydney, Australia

Canadians, get ready for the Second Educational

GRAPHIC ARTS EXPOSITION

In connection with the

Third Annual Convention
International Association of Printing House Craftsmen
Conducted by the
Boston Club of Printing House Craftsmen

Mechanics' Building, Boston, Mass. — Aug. 28 to Sept. 2, 1922
Inclusive

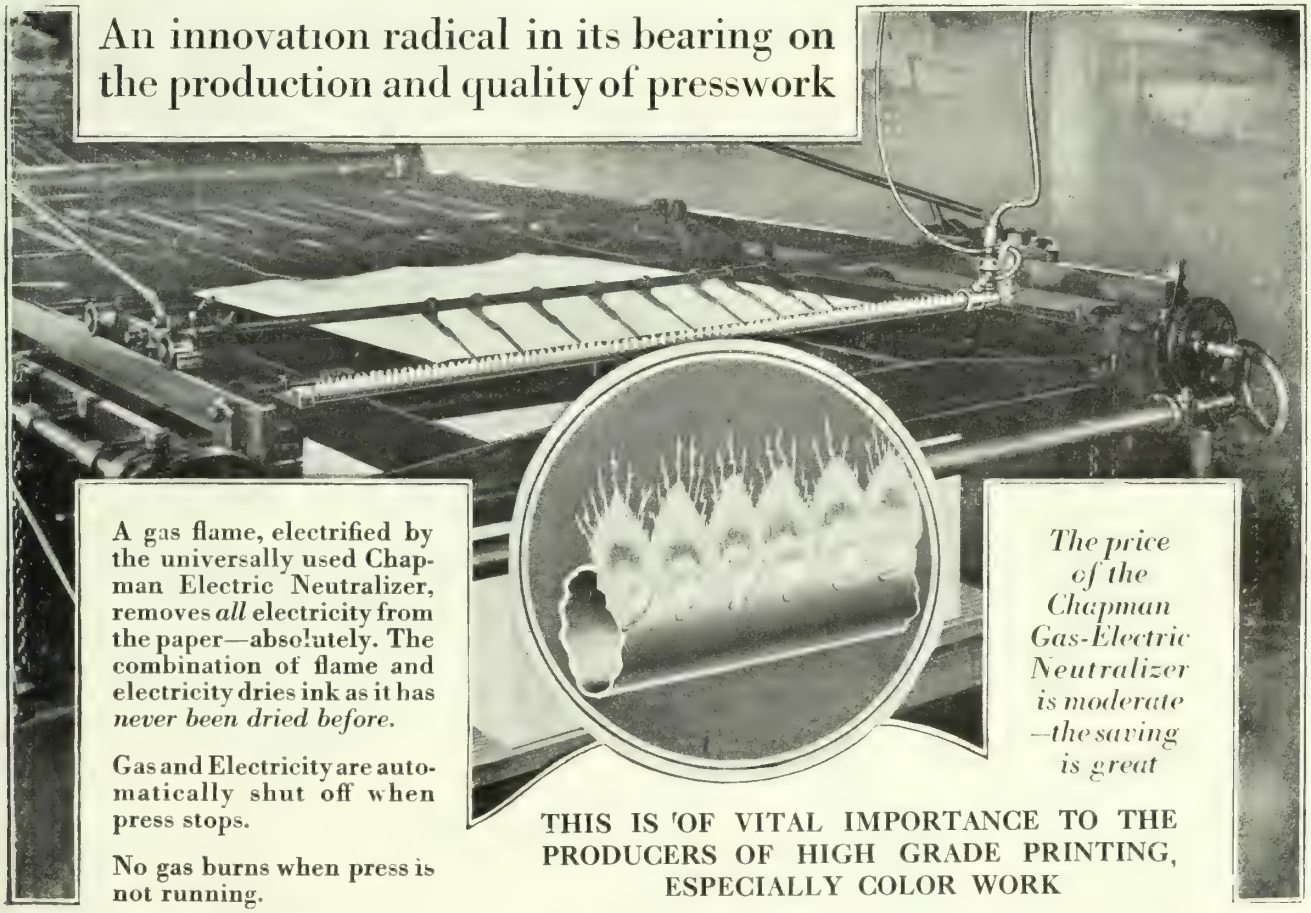
(The Exposition is not a money-making plan, but part of the educational work of the International Association of Printing House Craftsmen, by which they acquaint the whole printing and allied trades with the newest and best in equipments, materials and methods.)

B in Boston
BOSTON EXPECTS YOU

Address Communications to Boston Graphic Arts Exposition, Inc.
Rooms 908-909 Rice Bldg., 10 High St., Boston

Chapman Gas-Electric Neutralizer

An innovation radical in its bearing on the production and quality of presswork



A gas flame, electrified by the universally used Chapman Electric Neutralizer, removes *all* electricity from the paper—absolutely. The combination of flame and electricity dries ink as it has *never been dried before.*

Gas and Electricity are automatically shut off when press stops.

No gas burns when press is not running.

The price of the Chapman Gas-Electric Neutralizer is moderate —the saving is great

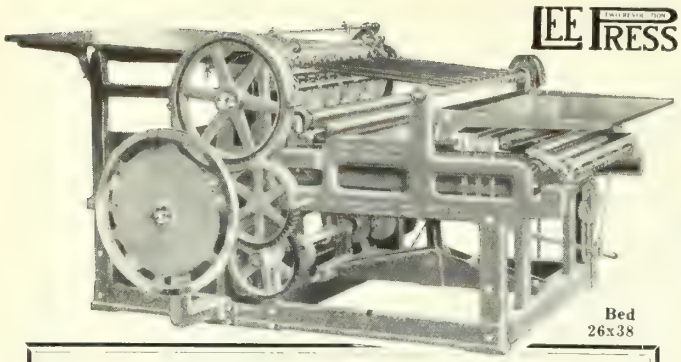
THIS IS OF VITAL IMPORTANCE TO THE PRODUCERS OF HIGH GRADE PRINTING, ESPECIALLY COLOR WORK

United Printing Machinery Company

38 PARK ROW
NEW YORK

604 FISHER BLDG.
CHICAGO

63 BROAD STREET
BOSTON



Bed 26x38

Combining Quality, Service and Price

Quality—The Lee Two-Revolution Press is carefully built in our own shops by skilled printing press machinists, and under the personal supervision of men who are press experts. The castings are all made in our own foundry, and each one must pass a most rigid inspection. Every Lee Two-Revolution Press is fully erected and tested with a full form under actual printing plant conditions. Our press testers are practical pressmen. The Lee Two-Revolution Press possesses a rigid impression, registers perfectly, has a fine distribution and will deliver a superior product at a very low cost of operation.

Service—The Lee Two-Revolution Press is built by an old established and most favorably known company that has been manufacturing high grade printing machinery for more than a third of a century. They are willing to stake their enviable reputation on the Lee Two-Revolution Press, which is a guarantee of long and faithful service to the user of every press.

Price—The Lee Two-Revolution Press is sold at a reasonable price, and its low cost of operation and economical up-keep means a low final cost. The Lee Two-Revolution Press will handle every kind of work expected of a high class two-roller, two-revolution press, and do it at a price that will make money for the user. The Lee Two-Revolution Press will pay large dividends and prove the best investment you can possibly make in a cylinder press.

Write Today for Full Particulars and Prices

Westman & Baker, Limited

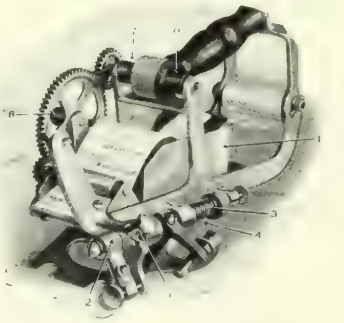
SOLE AGENTS FOR ONTARIO

165 Adelaide St. W. Toronto, Ont.

The Lee Press is manufactured by The Challenge Machinery Company, Grand Haven, Mich., U.S.A.

The 1922 Wing Aluminum Mailer

BETTER THAN EVER. SPECIAL FEATURES.



1. Cast Aluminum paste dish, lighter and stronger,—no soldered joints for acid to attack and eventually fall apart.
2. New Lug on knife shaft, stronger, insuring accurate adjustment at all times.
3. New Clutch Spring.
4. Lock Nut on rocking plate bearing.
5. New Tension Spring—better adjustment.
6. Larger bearing on large gear screw.
7 and 8. Additional pin in thumb roller.

Buy the lightest and easiest to handle Mailer on the market
Will stand the gaff.

For sale at your printers' supply house or for prices and further details, write

Chauncey Wing's Sons

LABEL ADDRESSING MACHINES
Greenfield, Mass., U.S.A.

for

ECONOMY

and working properties in

Three-Colour INKS

you cannot do better than place orders with

Shackell, Edwards & Co.

Limited
127 Peter Street
TORONTO

INDIAN  BRAND

GUMMED PAPERS

Have been used for years, and the demand for this Canadian made sheet is growing by leaps and bounds. There is a reason for this. Quality is there, and any jobber can supply your needs promptly.

Canadian Nashua Paper Co.,
LIMITED

Sold through all Prominent Jobbers

Mono-Lino Typesetting Service

Monotype—Linotype—Ludlow

Composition—Make-up—Lock-up
Body and Display Type
Leads, Rules and Furniture

We have the largest and best equipped typesetting plant in Canada operating night and day.

No job too large—no job too small—no job too intricate. Estimate furnished on request.

English Translated into French or Spanish.

Mono-Lino Typesetting Co.
Limited

No connection with any Printing House

Agents for Ludlow Typograph and Elrod Slug and Rule Caster

EQUALLY attractive either as a book or cover paper, UTILITY-ACCORD serves a double purpose. Perfectly matched for color and texture in several weights, it may be used for text or covers for light or heavy mailing units.

UTILITY-ACCORD

Serves the Advertiser Well.

It is made in seven attractive colors in 20x20—65 lbs. and 20x26—130 lbs.; also in 25x38—60 lbs.

Have You a Sample Book of UTILITY-ACCORD?

NIAGARA PAPER MILLS

LOCKPORT, N.Y.

Berkshire Covers

(deckle edged)

in choice art colors—suitable for Menus, Programmes, etc.

ALBION BRISTOLS
UTILITY BRISTOL
DUKE FOLDING BRISTOL
DEVON WEDDING BRISTOL
ST. PAUL INDEX BRISTOL

POSTERS
BOOKPAPERS
GUMMED PAPERS
ONION SKINS
FRENCH FOLIO
DRY PROOF

Binder Boards—Wood and Chip Boards—
Wrappings, Tissues, Gummed Tape,
Pastes, Glues, Padding Gums.

Beveridge Supply Co. Limited

628-630 St. Paul St. W.
MONTREAL, P. Q.

THE SUMMIT OF QUALITY
ESLEECK'S THIN PAPERS
MADE AT TURNERS FALLS, MASS. BY
ESLEECK MFG COMPANY

1922

Will Reward Efficient Workers

This applies to employers and employees

You need good materials.
Let us help you by furnishing

Esleeck's Onion Skin

and

Manifold Papers

These papers are strong, durable, uniform. They are right for important uses in every business office.

Sold by leading paper merchants.

Made by
ESLEECK MFG. COMPANY
TURNERS FALLS, MASS.

Whyte Paper Co.

LIMITED

55 Bay St.
Toronto

Electrical Repairs

For quick action send for

LESLIE ELECTRIC CO.

Taking Care of the electrical troubles of print shops is our specialty. Because we understand this class of work thoroughly we do it more efficiently and economically than ordinary electricians. Our work lasts! Get in touch with us when in difficulty. Phone or write.

Motors, Generators, Controllers And Starters Promptly Supplied

The Leslie Electric Co.

74 Grange Ave., Toronto

Telephone Coll. 490

LODESTONE COVER PAPER

A Distinctive, High-grade Novelty

Nothing Like it has Ever Been Produced

EVERYONE is instantly impressed with the beautiful texture of **Lodestone Covers.** The crystaline formation, combined with the delicate multitone blending of colors, at once suggests some of nature's own exquisite creations in the geological field. Nothing like it has ever been produced in paper. As a novelty alone its advertising value is immense.

In **Lodestone** you secure a remarkable surface. It does not spot or stain; has a smooth leathery touch and possesses all the serviceableness that can be secured in a sheet of paper.

The most pleasing results may be secured by embossing **Lodestone** Covers. The embossing tends to burnish the surface of the stock, producing additional artistic effects where no ink whatever is used.

Lodestone, too, has a natural affinity for printers' ink, and may be run through the press as easily as a plain-surface sheet.

The colors include amber, jasper, slate, shale, garnet, olivine, and serpentine; and the weights light, medium and heavy.

Compare **Lodestone** on a basis of appearance, strength and price, with any other novelty cover, then be guided by your judgment.

Send for Samples

UNITED PAPER MILLS LIMITED

TORONTO
Telephones: Adelaide 1343, 1344, 3932

HAMILTON
Telephone: Regent 1551

The Don Valley Paper Co. Limited TORONTO

Ask Your Jobber for

MAPLE LEAF BRISTOL

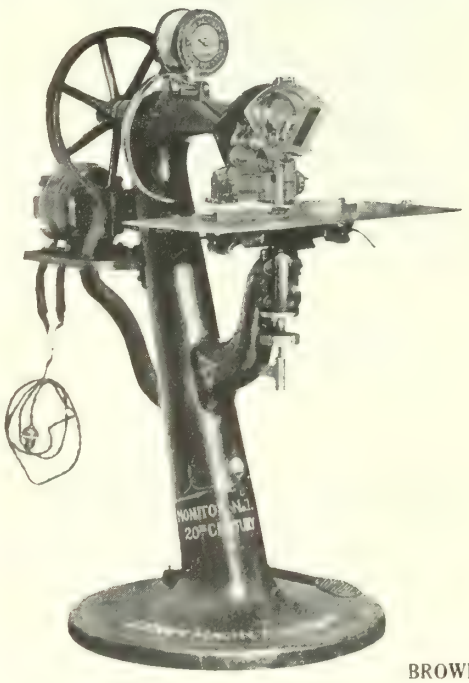
High Grade Bristol in White and following colors: Pink, Canary, Green, Salmon, Blue, Cherry, Buff, Lilac. Made up in index size on special orders.

Made in Canada by

THE DON VALLEY PAPER CO., LTD.

TORONTO, CANADA

Production Costs at Minimum



If you wish to reach the bedrock of economical production in your bindery, equip with the Latham's "Monitor" line of bindery machines. Cost less to operate and maintain! Deliver more work! The illustration shows the —

LATHAM No. 1

MONITOR

WIRE STITCHER

No stitcher can equal it for present-day conditions. CAPACITY — 2 sheets, 7-8 inch; wire used, No. 30 to 25 round and 20 x 25 flat. Speed, 150 R. P. M.

H. J. LOGAN

114 Adelaide Street West
TORONTO

Sole Agent
BROWN FOLDING MACHINE Co., Erie, Pa.

Sole Agent
LATHAM MACHINERY Co., Chicago

Selling Agents: McCAIN AUTOMATIC FEEDERS

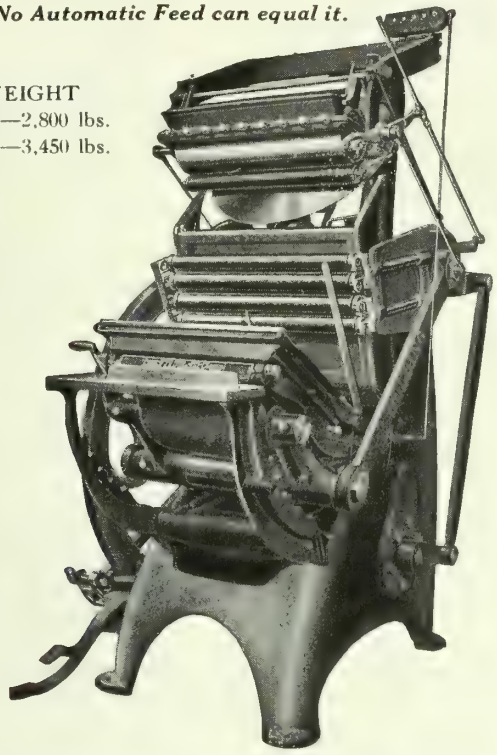
3000 Impressions Per Hour

On 10 x 15 jobs printed 2 up is a fair hand feed average for

The Golding Art Jobber

No Automatic Feed can equal it.

WEIGHT
12x18—2,800 lbs.
15x21—3,450 lbs.



STRENGTH — If the Golding Art Jobber actually contains more weight of Iron and Steel, and all impressional parts work from positive fixed centres (no cams or sliding surfaces), doesn't it stand to reason that it is *stronger, more rigid and durable?*

DUPLEX DISTRIBUTION — This means two distinct distributions from two separate points at each impression — the four-roller distribution going down from fountain, and the four-roller distribution going up from the duplex distributor.

TREBLE DISTRIBUTION — Is obtained by adding Vibrating Riding Rollers as an *extra* distribution if needed on a difficult form. The distribution of the Golding Art Jobber *eliminates* double rolling.

SPEED—The press is designed for a high speed, and the *dwell* of platen and convenience of make-ready make possible a higher average of production.

STRENGTH — DISTRIBUTION — SPEED — assure quality production—with profit.

These claims we back up by an actual demonstration to the skeptical, or the press can be seen in regular performance in hundreds of printshops.

Write for copy of "A Catechism on the Golding Jobber."

Golding Mfg. Company

Franklin, Mass.

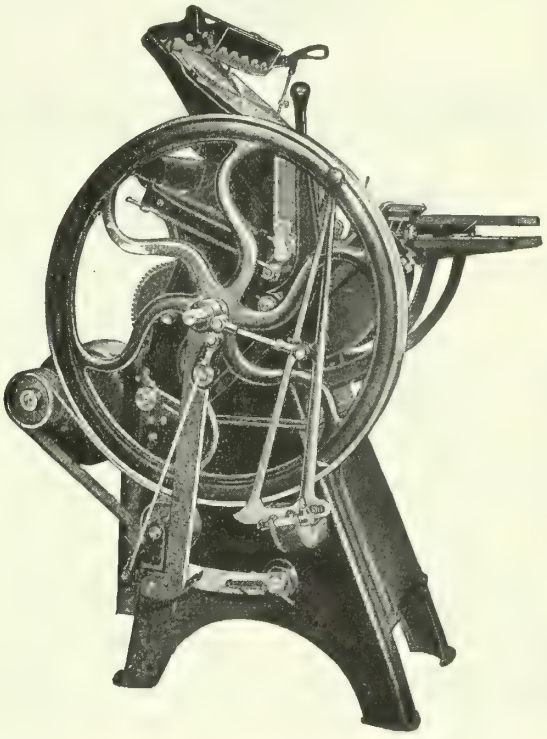
An extensive line of Presses, Cutters and Printers' Tools

For Sale by
All Printers' Machinery and Supply Dealers.

For the Small Work

Economically and Quickly Done—

THE PEARL PRESS



Six Strong Points of the Pearl Press

1. SPEED—not limited. Can be run by foot power 2,500 per hour, and fed easily. With electric or steam power applied this speed can be considerably exceeded on short runs.

2. Easy Operation—Being perfectly balanced and free from all superfluous iron, the Pearl requires the minimum of power for operation. It is easy to "kick." A splendid press for breaking in apprentices.

3. Durability—Will last a lifetime with proper care in oiling, and there can never be any lost motion to cause bad register or slurring. Cost of repairs very low.

4. Strength—It is amply strong for all classes of commercial work within the capacity of its chase and for small half-tone work.

5. Noiseless—Even at the highest attainable speed it is free from noise or jar. Can be run in an office building without disturbing the occupants.

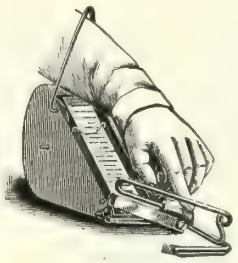
6. Cost—There is no investment in the way of printing machinery that will pay better in any job-printing office than a Pearl Press, because of its small first cost, great producing capacity and immunity from breakages. The lowest priced power-press on the market.

Golding Manufacturing Co.

Franklin, Massachusetts

Golding Jobbers, Paper-Cutters, Tools

For Sale by
All Printers' Machinery and Supply Dealers.



THE ROBERT DICK
MAILER

Reduces mailing expense
Efficient
Light
Inexpensive
Addresses (expert) 8,556 an hour
Beats them all
Leads, others follow
Easy to operate

Write to-day for interesting Booklet

REV. ROBERT DICK ESTATE
137 W. TUPPER ST. -:- BUFFALO, N.Y.

Printing
and
Lithographing
Machinery
of all kinds

Complete Service for Rebuilding and Moving Presses. Agents for Rosback Perforators and Stitchers, Bunn Tying Machines, Southworth Punches and Holdfast Hangers. All kinds of Printing and Lithographing Materials.

Thomas W. Hall Co. Inc.
409 Ninth Avenue, New York City
2 Blocks from Penn Station

Editorial

Here begins a series of timely talks, in editorial form, on the practical every-day problems that arise in the modern job printing plant. They will be alternated with display advertising.

What we shall say is based upon sixteen years of specialization in motors and electrical power equipment for printing plants in every state in the Union and every province in Canada.

It will be remembered that the Kimble Electric Company were the first to bring out an alternating current motor for job presses that gave complete, flexible and adequate speed control, equal in every way to the control offered by direct current motors.

Kimble variable speed job press motors sold fifteen or more years ago are still on the job.

They look crude, now, compared with their highly-perfected present-day prototypes; but the principle was right and the workmanship was of the thorough and conscientious character that we have always employed.

This job press motor fought its way to widespread adoption. Then came more advanced types of Kimble Motors, in which every speed reduction was accompanied by a corresponding saving in electricity.

And, later, variable speed cylinder press motors, master unit control and a greatly widened range of types and sizes of the Kimble line—always keeping well in advance of imitators.

Future articles will discuss in non-technical language problems that our engineers have met and solved, in the course of their installation and service-work in thousands of plants.

Meanwhile, permit us to answer, thru this column or by correspondence any questions that arise.

Kimble Electric Company
Chicago

GREAT WEST ELECTRIC CO., LTD.,
57 Albert Street, Winnipeg, Man.,
for all points west of Port Arthur and Fort William.

MASCO COMPANY, LIMITED,
76 Richmond Street East, Toronto,
for all points east of Port Arthur and Fort William.

Buyers' Guide



Newspaper and Magazine Accounts *EVERYWHERE*

Send us your delinquent accounts. Let us turn them into cash for you.

No Collection, No Charge—Prompt Returns.

Reult - Reult

REFERENCES—The Bank of Nova Scotia and over 200 satisfied Canadian publishers for whom we have been collecting for the last nine years.

The Canadian Mercantile Agency
OTTAWA, CANADA

WE PAY
SPOT CASH
FOR
Type Metal Drosses
Old Small Type
Electros and Stereos

CANADA METAL CO.
LIMITED
Reclaiming Department
TORONTO

GREAT WESTERN SMELTING and Refining Company
Vancouver, B.C.

TYPE METAL
—For the—
LINOTYPE, MONOTYPE AND ALL TYPESETTING MACHINES

STEREOTYPE METAL

"Great Western" Quality is Dependable and Prices are the Best.

THE firms listed in this Buyers' Guide are all advertisers in PRINTER AND PUBLISHER. *Refer to the ads. by consulting the Index. Our interests are mutual—tell the advertisers you read their ad. in* PRINTER AND PUBLISHER. *Patronize* PRINTER AND PUBLISHER *advertisers—they are all definitely interested in the promotion of efficiency in equipment and service in Canada's allied printing trades.*

ADDRESSING MACHINES
The Challenge Machinery Co., Grand Haven, Mich.
Miller & Richard, Toronto, Ont.
Pollard-Alling Co., New York, N.Y.
Toronto Type Fdry Co., Ltd., Toronto, Ont.
Westman & Baker Limited, Toronto.

BADGES, METAL, RIBBON AND CELLULOID
Bastian Bros., Cobourg, Ont.

BALERS FOR WASTE PAPER
Golding Mfg. Co., Frankiin, Mass.
Logan, H. J., Toronto.
Miller & Richard, Toronto, Ont.
Stephenson, Blake & Co., Toronto.
Stewart, Geo. M., 92 McGill St., Montreal.
Toronto Type Fdry Co., Ltd., Toronto, Ont.
Westman & Baker Limited, Toronto.

BINDERY EQUIPMENT AND SUPPLIES
(See also CUTTING MACHINES)
Hickok Mfg. Co., Harrisburg, Pa.
Berry Machine Co., St. Louis, Mo.
Dexter Folder Co., New York.
Golding Mfg. Co., Franklin, Mass.
Hall Co., Inc., Thomas St., New York City.
Logan, H. J., Toronto.
Machine Builders Ltd., Montreal.
Morrison Co., J. L., Toronto, Ont.
Stephenson, Blake & Co., Toronto.
Stewart, G. M., Montreal.
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Westman & Baker Limited, Toronto.

BINDERS—LOOSE LEAF
Vawter-Luckett Co, Toronto

COMPOSING ROOM EQUIPMENT
(See also LEADS, SLUGS AND TYPE)
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Hamilton Mfg. Co., Two Rivers, Wisconsin.
Miller & Richard, Toronto, Ont.
Printers' Ideal Equipment Mfg. Co., Toronto.
Stephenson, Blake & Co., Toronto.
The Challenge Machinery Co., Grand Haven, Mich.
DeCarle-Wareham Co., Toronto.
Toronto Type Fdry Co., Ltd., Toronto, Ont.
Westman & Baker Limited, Toronto.

COUNTING MACHINES
Miller & Richard, Toronto, Ont.
Stephenson, Blake & Co., Toronto.
Toronto Type Fdry Co., Ltd., Toronto, Ont.
Westman & Baker Limited, Toronto.

CUTTING MACHINES—PAPER
Golding Mfg. Co., Franklin, Mass.
Miller & Richard, Toronto, Ont.
Morrison Co., J. L., 445 King St. W., Toronto.
Stephenson, Blake & Co., Toronto.
The Challenge Machinery Co., Grand Haven, Mich.
Toronto Type Fdry Co., Ltd., Toronto, Ont.
Westman & Baker Limited, Toronto.

COLLECTION AGENCIES
Canadian Mercantile Agency, Ottawa.

EFFICIENCY EXPERT
Pepper, J. L., 602 Lumsden Bldg., Toronto.

ELECTROTYPING AND STEREOTYPING
Rapid Electrotype Co. of Canada, Toronto.
Toronto Electrotype & Stereotype Co., Toronto.

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Stephenson, Blake & Co., Toronto.
Miller & Richard, Toronto, Ont.
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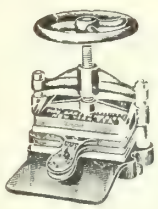
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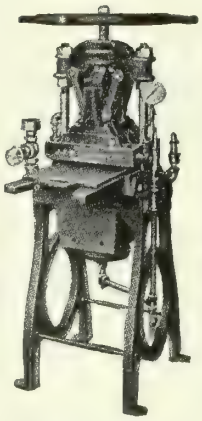
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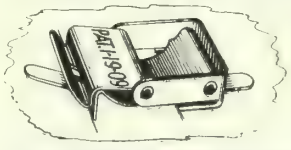
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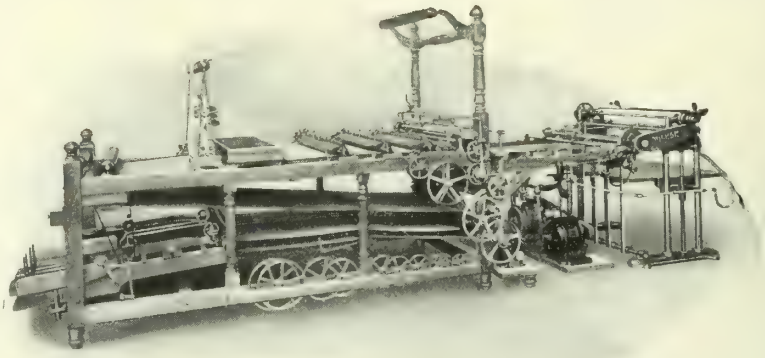
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Seventy-Five Years



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THE W. O. HICKOK MFG. CO.

Established 1844 Incorporated 1886

HARRISBURG, PA., U. S. A.

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Volume 31, Number 3 March 1st, 1922 Toronto, Canada

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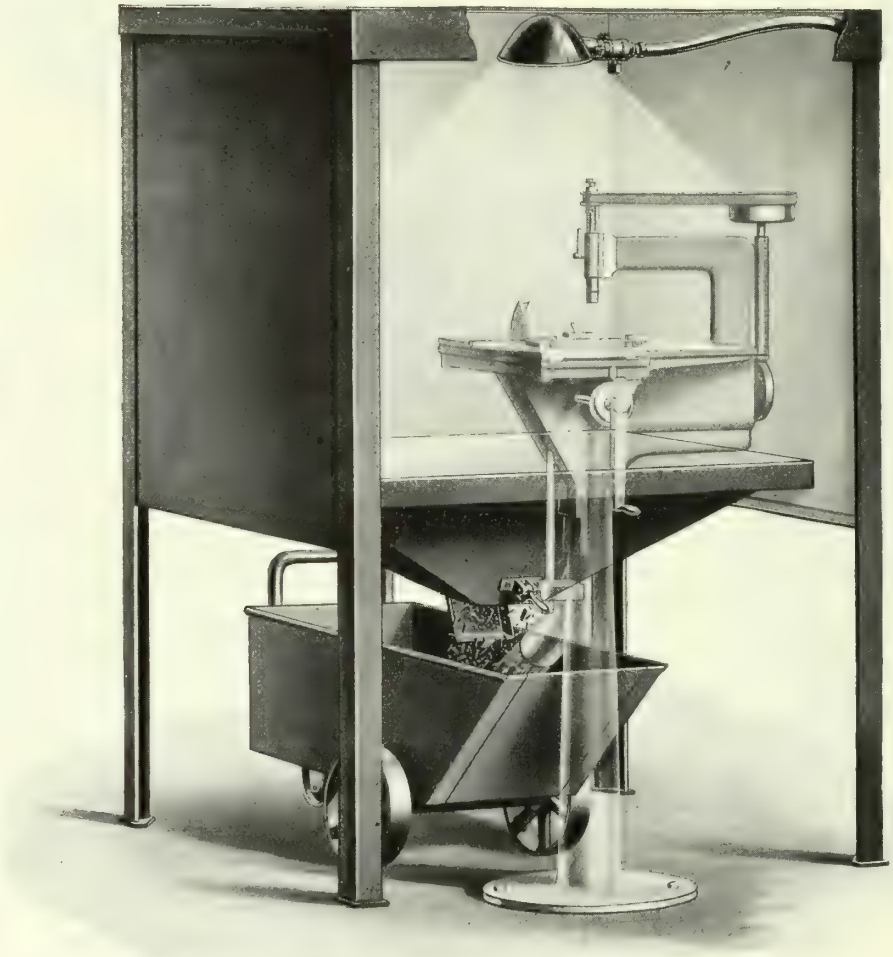
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CHAS. H. TICE, MANAGER FOR EASTERN CANADA
128 BLEURY ST., MONTREAL
PHONE PLATEAU 2641

Saw Trimmer Guard

No. 15742-A



Reinforced steel construction. All working parts of Saw Trimmer are enclosed. All metal cuttings from machine go into chute in rear and from there are transferred at will to metal truck below.

Inside of guard is white enameled with electric light at top, thus providing maximum light at all times.

The best device of its kind on the market.

Metal Truck shown in illustration is our No. 850.

DETAILS:

Extreme height to top, 61 inches.
Depth from front to back, 32½ inches.
Width, 42½ inches.

Chute is 42 inches long by 24 inches wide and 8 inches from front of Guard. Catch is designed so as to hold bottom door securely with any weight, although balanced so that with a slight touch of hand or foot it is instantly released.

Finish: Standard olive green baked enamel outside. White enamel inside.

Accommodates any standard make of saw trimmer on the market.

Manufactured by

The Hamilton Manufacturing Company

TWO RIVERS, WISCONSIN
Eastern House, RAHWAY, N. J.

Hamilton Goods are For Sale by All Prominent Type Founders and Dealers Everywhere

Always in the Lead

For a Hundred Years

HOE PRINTING MACHINERY

has retained its pre-eminence in the vanguard of progress as is uncontrovertibly evidenced by the fact that if any other make of newspaper press were stripped of

HOE FEATURES *and* HOE INVENTIONS

such as

TAPELESS FOLDING AND DELIVERY MECHANISMS
ROTARY BLADE FOLDING CYLINDERS
TRANSVERSE COLLECTING MECHANISM
V-SHAPED PAPER BRAKES
TRIANGULAR FORMER
COMBINATION CUTTING AND COLLECTING CYLINDERS
ANGLE BARS FOR ASSOCIATING WEBS OF PAPER
REVERSIBLE CYLINDERS FOR COLOR PRINTING
ROTARY WIRE STAPLING MECHANISM
AUTOMATIC SPRING TENSION DEVICE
(for equalizing the strain on paper webs)
STAGGERED CYLINDERS

there would be left only a skeleton of iron of no practical utility.

The Latest HOE *Development*

The Patented AUTOMATIC INK PUMP *Distribution*

is the greatest advance made in Newspaper Press construction since the introduction by R. Hoe & Co., just forty years ago, of the "Triangular Former Folder," without which it would be impossible to produce the modern newspaper. This new Ink Pump Distribution puts Hoe Presses still farther in the vanguard of progress and further lightens the burden of the Publisher in turning out a well-printed paper quickly and economically.

Hoe Machines all embody the most practical ideas in design, coupled with that accuracy and strength of construction which insures the greatest efficiency and durability

---

R. HOE & CO.

504-520 GRAND STREET : NEW YORK CITY

827 Tribune Building, CHICAGO, ILL.

109-112 Borough Road, LONDON, S.E. 1, ENG.

7 Water Street, BOSTON, MASS.

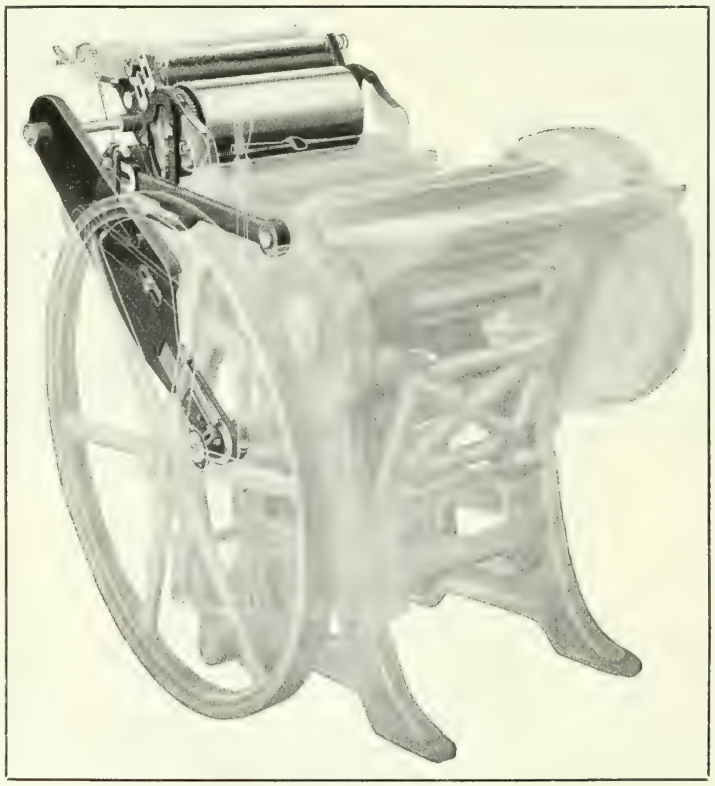
Rosback Ink Distributor

Applied to Chandler & Price Presses, either with or without Miller Feeder

Perfect Distribution

Easy to operate. Easy to clean. No holes to drill. Can be put on in thirty minutes by pressman.

Absolutely Noiseless



Distribution is equal to a cylinder press. With this attachment the Chandler & Price Press will produce quality equal to any press on earth. Does not retard speed of press. Does not require any more power and cannot get out of order.

Built for the 10 x 15 and 12 x 18 sizes

Manufacturers of:
Angle Round Hole Rotary Perforators.
Slot Rotary Perforators.
Multiplex Check Perforators.
Straight Line Perforators from 10 to 30 inches.
Wire Stitchers.
Automatic Index Cutters.
Punching Machines.
Confetti Machines.

The Rosback Ink Distributor

consists of a vibrating cylinder, two composition rollers and a composition ductor roller with two steel vibrating rollers. The ink is thoroughly distributed before it reaches the form rollers and may be controlled so as to give more or less ink as may be required to any part of the form which is impossible with a revolving disc.

Manufactured and sold only by

F. P. ROSBACK COMPANY

BENTON HARBOR, MICHIGAN

The Basis of Complete Trade Composing-Room Service

THE composing room of a trade plant must be a great deal more than a place in which to operate composing machines. It must be equipped to produce complete pages of every kind of matter—tabular, catalog, advertising, etc.

In the production of complete pages, *the work of the hand compositor is quite as essential as the work of the composing-machine operator*, because no composing machine ever devised can eliminate the hand compositor. Display type must be set; it must be assembled with the body matter; the pages must be made up to their proper size—work that the hand compositor must do.

Therefore, if your service is to satisfy the printer, it must include the work of the hand compositor; and if your plant is to be efficient, the machines in your composing room must provide the material for the hand compositor.

As a type foundry, the Monotype supplies the compositor with all the equipment that he needs for production—type, spacing material, rules, leads and slugs. As a composing machine, it furnishes a product that the compositor can correct or alter without the help of the operator.

Because it does all of these things, and does all of them well, the Monotype is the basis of complete composing-room service.

LANSTON MONOTYPE MACHINE COMPANY

Creators of Non-Distribution Equipment

PHILADELPHIA NEW YORK CHICAGO BOSTON TORONTO BIRMINGHAM
Monotype Company of California; SAN FRANCISCO

This advertisement is one of a series, and is part of our campaign of Trade Plant Co-operation

347

BUCKEYE COVER PAPER

THE oldest and most popular brand of cover paper on the market. They have won and maintained undisputed leadership because of high quality, moderate price, and their wide range of usefulness. BUCKEYE COVERS are the best you can buy, regardless of price, for the great majority of cover jobs.

We are Exclusive Selling Agents for Ontario

and carry a very large stock on hand in:

12 DISTINCT AND ARTISTIC COLORS

FINISHES	- -	ANTIQUE and RIPPLE
WEIGHTS	- -	SINGLE and DOUBLE THICK
SIZES	- -	20 x 26, 22½ x 28½, 23 x 33

When figuring on any job requiring Cover Stock, let us submit sample sheets or make up dummies.

We are Well Equipped to Look after Your ***Book Paper*** *Requirements also, from Our Following Lines:*

NATIONAL, M. F.	DE LUXE - EGGSHELL
ONTARIO, S. C.	OFFSET
IVORY BOOK (half-tone)	BYRONIC LAID
IMPERIAL COATED	RADIUM ENAMEL

The **WILSON**—

DUNCAN STREET :

"IVORY" ENAMELLED BLOTTING

The Blotting Paper "De Luxe" for Advertising

YOU NEVER see a good blotter in a wastepaper basket. It doesn't find its way there like so many other advertising devices for a very good reason. A good blotter is useful. Because of this it is retained by recipients and makes one of the most valuable of advertisements.

The blotter's value as an advertising medium should be fully appreciated by the Printer. It offers him many opportunities to secure orders for printing. Progressive Printers, too, advertise their own business through the medium of the blotter.

Blotting stock must be of good quality, else it will fail in its purpose. To be sure of making a dependable selection order "IVORY" ENAMELLED BLOTTING.

Advertising Blotters can be enclosed with letters, invoices, statements, etc., with good taste and at no extra expense for mailing.

Why not test out their "pulling" power and persuade your customers to do so? You will both be agreeably surprised at the results.

We are sole agents in Ontario for this well-known "Ivory" Enamelled Blotting and carry large stocks on hand in 19x24, 100, 120, 140.

SAMPLES ON REQUEST

MUNROE CO. LIMITED

: TORONTO, ONTARIO

What Should be Your COST?

All too often when a printer quotes on a job he fails to give due consideration to the prime essential— ***the amount it should cost him to produce the job.***

This situation arises partly, of course, out of competition conditions. But the habit of quoting from a "price list" on jobs which really call for a carefully figured estimate, is also responsible for a vast amount of grief.

"Price list" quotations often vary, particularly on complicated jobs; on the other hand, the estimate based on average production records and on your own known costs, cannot vary. And therein lies the supreme value to the industry of the Typothetae Standard Guide. For this book makes available a record of production averages compiled from data furnished by thousands of representative plants all over North America.

By the use of the Standard Guide, any printer anywhere can readily arrive at an accurate cost on any job. He need never fear that his quotation will be either too low or too high.

To be sure, in addition to these production records, the Standard Guide contains selling schedules covering those ordinary items which may properly be priced from such schedules. But its unique value to the trade lies in its accurate production records, which are of course available from no other source.

The Typothetae Standard Guide will be sold—not leased—to any printer at the nominal price of $20

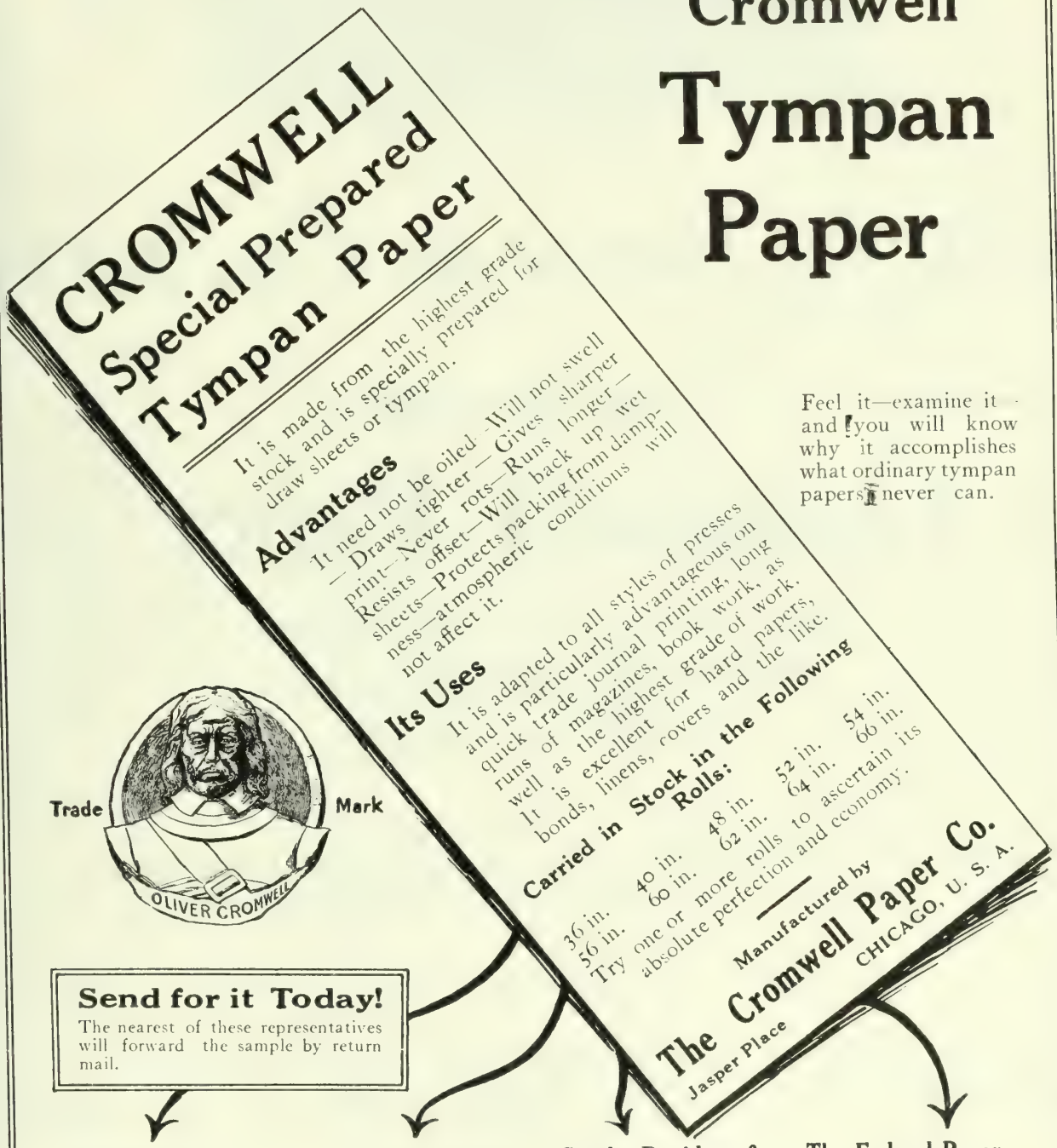
Semi-monthly Revision Service, which keeps the Standard Guide always up-to-date, is furnished at $10 a year—$30 in all for the first year, and each year thereafter, only..$10

In ordering, or for further information, address

UNITED TYPOTHETAE OF AMERICA

608 South Dearborn Street, Chicago, Illinois

You *Need* this Sample of Cromwell Tympan Paper



Feel it—examine it and you will know why it accomplishes what ordinary tympan papers never can.

Send for it Today!
The nearest of these representatives will forward the sample by return mail.

Wilson-Munroe Co., Limited
Toronto - Ontario

The John Martin Paper Co.
Head Office, Winnipeg
also Calgary and Edmonton

Smith, Davidson & Wright, Limited
Vancouver - B. C.

The Federal Paper Company
Montreal - Que.

The Cromwell Paper Co., Jasper Place, Chicago



Established 1810

SAMUEL JONES & CO., LTD.

Non-Curling

Gummed Paper

Now Stocked by the Large
Wholesale Paper Houses
Throughout Canada

We are also Manufacturers of all Classes of Coated and Box Covering Papers, Cloth Lined, etc.

Head Office:

BRIDEWELL PLACE, LONDON, E. C., ENG.

Works:

CAMBERWELL, SURREY TILLICOULTRY, SCOTLAND

Stationery and Engraving

THE DAY has arrived when every Stationer must be prepared and equipped to exhibit his STATIONERY HANDSOMELY ENGRAVED.

And to show his ENGRAVING upon FINE STATIONERY.

The two are closely bound together.

A reputation for fine engraving helps to sell his stationery.

And vice-versa.

It is the worst kind of salesmanship to spoil a fine sheet of paper by poor, low quality engraving.

We will send, free of charge, to any Stationer A SET OF SIX HANDSOMELY ENGRAVED WEDDINGS, each a different style of beautifully engraved shaded lettering.

And a set of four copper plate style sheets for your Stationery Counter or Salesman.

They show 64 different styles of lettering.

They are PRINTED FROM COPPER PLATES UPON THE FAMOUS WHITING'S WEDDING STOCK and will be an advertisement to your Stationery Department.

Write at once, and be sure and give us the name and address of your engraver, and we will send him duplicates so that you may order from him by style number.

ENGRAVERS MACHINERY COMPANY

OF CANADA, LIMITED

Coronation Building, MONTREAL

A. W. PENROSE AND CO., LTD.
109 Farringdon Road, London, E.C. 1, England
Sale Agents for Great Britain, France and the Orient

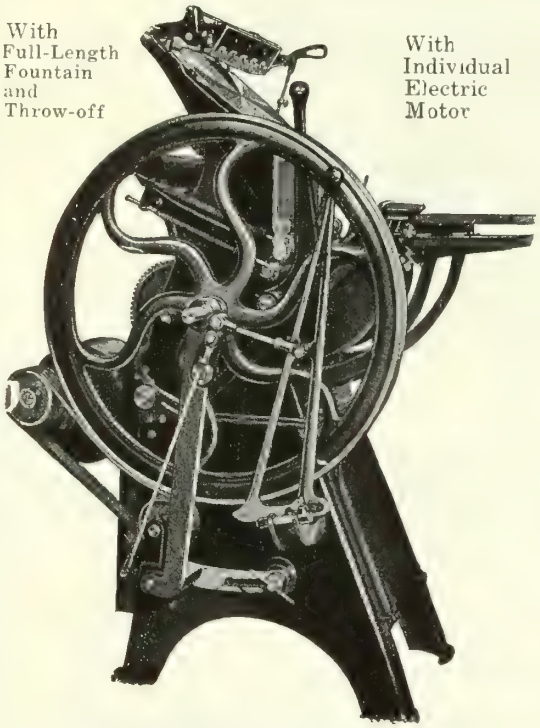
G. TERKELSEN
Bergen, Norway
Sale Agent for Scandinavia

ARTHUR HEATH AND COMPANY
91 Queen Victoria Street, London, E.C. 4, England
Sale Agents for Australia and New Zealand

Do Your Small Jobs on the Pearl Press

With Full-Length Fountain and Throw-off

With Individual Electric Motor



Improved Pearl Press No. 11. Size 7x11.
Showing method of attaching individual electric drive. Also equipped for steam or for foot treadle.

It Will Produce them at a Greater Profit than Can be Secured from the Larger Press

This is practical because the Pearl Press is easier to make ready, faster, easier to feed, lower in initial cost, and less expensive to operate.

Any boy or girl feeder can give you a greater production per day on the Pearl Press—on short runs of small work—than can be secured from the larger press—on the same work—and at a much lower labor cost.

The Pearl Press can be furnished with full length fountain, throw-off, counter, safety feed guard, and individual electric motor at a nominal price.

Try a Pearl Press complete as illustrated. Make more money out of the small jobs.

Golding Manufacturing Company

FRANKLIN - MASS.

We also manufacture the Golding Art Jobber, Golding Jobber, Official Press, Golding Auto Clamp and Hand Clamp Power Cutters, Golding Hand Lever Cutters, Pearl Cutters, Boston and Official Card Cutters, Little Giant Lead and Rule Cutters, Golding Tablet Presses.

BOOK PAPERS

All Standard Sizes and Weights in Coated, Litho, M. F. and S. C. Books

Also a complete range of Fancy and Deckle Edge Books in white and colors.

FRED W. HALLS PAPER Co LIMITED — GOODS SOLD TO THE TRADE ONLY — TORONTO

Large stock on hand for immediate shipment.

FRED W. HALLS PAPER CO., LIMITED

257-61 Adelaide Street West. - - Toronto, Ontario

20th Century Black

A Magazine Ink Without Equal

40c Per lb.

In 100 lb. lots
or 50 cents for less in 5 or 10 lb. cans

Soft—dense—excellent covering quality—a quick dryer—will not offset—can be backed up quickly—ideal for short runs—unequalled for long runs. It covers equally well on all kinds of super-calendered as on coated stock. That hard paper has no terrors for this ink.—Ask for sample.

CHARLES BUSH LIMITED

105-111 Davenport Road - - Toronto, Canada

BINDERY MACHINERY AND SUPPLIES

The complete line—everything you need for your bindery

Bindery Machinery—

We have the right machine for every phase of bookbinding work—cutters, folders, stitchers, punches, perforators, and numerous other smaller machines. To give you a thoroughly complete line is our aim. You can get your order promptly filled by us for any type of bindery machinery, and every machine is made by firms whose names are a guarantee of the highest quality. We offer our customers only the best. Years of experience have taught us your needs and, with new and greater facilities both for carrying stock and for distribution, we can offer you the best in bindery machinery, quick shipment, a full line of parts and expert erection and inspection. Send for literature on bindery machinery.

THE J. L. MORRISON CO.

445-447 King Street, West - Toronto, Ontario



Bond and Ledger Papers in the reams cut to standard sizes are packed in wooden cases for shipment.

No. 12 (Final of this Series)

"From Rags to Writing Paper"

Wrapping and Packing. Reams of 500 sheets each are wrapped and packed in cases for transportation to the printer. Those who have read these little sketches will be better able to appreciate the art, science and care necessary to the production of High Grade Writing Papers for all purposes.

Write for brochure of manufacturing illustrations sent free on request — "From Rags to Writing Paper" — it tells the story in detail.

The Rolland Paper Company, Limited

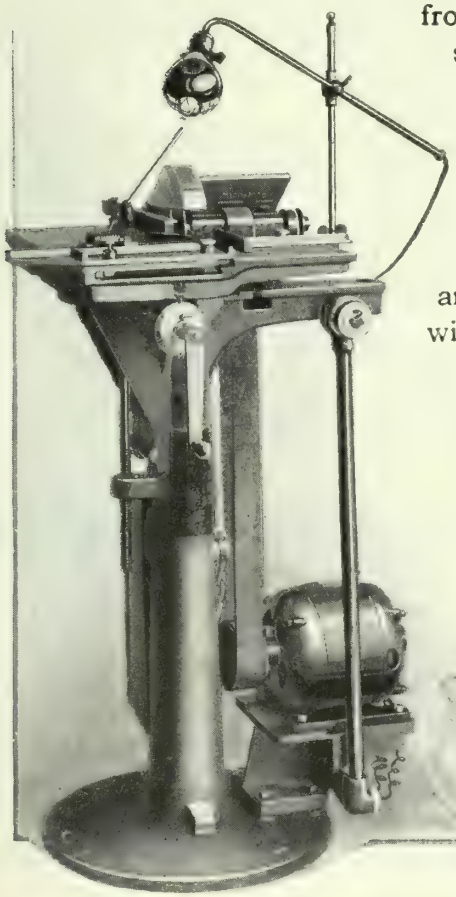
Montreal Mills at St. Jerome, P. Q. and Mont Rolland, P. Q.

Makers since 1882 of Superfine Linen Record and other High Grade Papers

Speed!

THE SPEED of the MILLER SAW-TRIMMER is essential in the busy newspaper office—in every slug-cutting and trimming operation that serves to speed up make-up and lock-up, insuring an out-on-time edition.

The SPEED of the MILLER SAW-TRIMMER is essential in the commercial shop, where high-paid compositors and stonemen are marking "standing-time" on job tickets, waiting for rule to be mitered or cuts to be mortised, routed or trimmed.



The SPEED of the MILLER SAW-TRIMMER is essential in any shop, where workmen are confronted every day with various kinds of cutting, sawing and trimming jobs—where, without a MILLER they are forced to tackle these jobs with hand tools.

Send for a copy of the new MILLER SAW-TRIMMER CATALOGUE which describes and pictures the different types of machines and their various attachments—a book that will guide you to *extra profits*.

CANADIAN AGENTS

Except in Province of British Columbia

MILLER & RICHARD

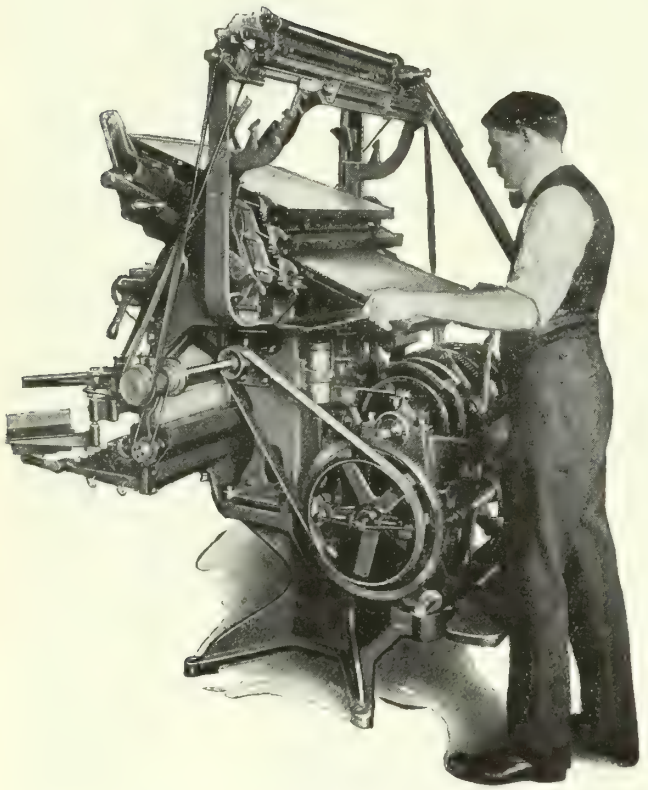
Toronto, Winnipeg

Manufactured by the

Miller Saw-Trimmer Co.

Pittsburgh, U. S. A.

ANOTHER REASON WHY THE INTERTYPE IS "THE BETTER MACHINE"



Flexibility!

There is a demand in Canada to-day for a reduction in production costs. The Model C Three-Magazine Intertype, because of its FLEXIBILITY, saves time and labor, and is ready to give every Canadian printer the assistance he needs to set type economically.

The man in the picture is removing the third or bottom magazine from a Model C three-magazine Intertype.

Whether that magazine contains 5 point or large display matrices, it can be used with equal ease on another Model C (as the first, second, or third magazine) or on a Model B or Model A.

Note particularly that the middle and bottom magazines are changed as easily as the top one.

Also that all Intertypes mold caps—regular, recessed, advertising figure, and head-letter—are freely interchangeable on the same standard mold bodies.

All of which means that any Intertype is your hand-letter machine, any Intertype is your display machine, any Intertype is your fast machine for "straight matter." All are always available in emergencies for any particular work which the occasion may demand.

"INTERTYPE" stands for
Interchangeable typesetting machines

TORONTO TYPE FOUNDRY CO.
LIMITED

"Everything for the Printer"

120 Wellington Street West, : Toronto, Canada

BRANCHES: MONTREAL, WINNIPEG, TORONTO

THE CANADIAN
PRINTER & PUBLISHER
DEVOTED TO THE INTERESTS OF THE
PRINTERS AND PUBLISHERS OF CANADA

Volume XXXI. TORONTO, MARCH, 1922 Number 3

Putting the "Dollar Day" Across

Kingston Daily Achieved Remarkable Success—Merchants Like the Idea—How It Was Done

By SHERMAN HILL
Business Manager of the Kingston Daily Standard

EARLY in January, The Kingston Daily Standard started to promote a Co-operative Dollar Day Sale, the second of its kind ever tried in Kingston, the first Dollar Day occurring last July, the Standard at this time carrying all the advertising exclusively and doing all the promotional work.

The Dollar Day in July last was such a success many of the foremost merchants desired to have the same stunt in January. The fact that The Standard carried as large a volume of advertising in this issue as in the previous Dollar Day Edition was ample evidence to this management, and to the non-co-operative merchants, that the live stores in Kingston knew its worth and that they would not be disappointed in the pulling power of this paper or in their own greatly increased sales.

Merchants Kept Busy

Several statements from some of the largest advertisers in Kingston are given below which might serve to give other publishers an idea of how merchants view the Dollar Day method of promoting sales.

John Laidlaw Son—"We had a very good day, and we are more than satisfied with results. From opening time to closing time we were kept busy, and we did excellent business. The Standard is to be congratulated on its work in putting over the event."

Steacy's Ltd—"It was certainly a good day, and our store was crowded all day. We are more than delighted with the success of Dollar Day, and feel that it brought many out-of-town shoppers to the city who took advantage of the many bargains. We did more business than we expected and feel that The Standard is to be complimented on the way Dollar Day proved succesful."

Veterans' Meat Market—"It sure was a great day for us. Dollar Day was wonderful. We more than doubled our business, and were kept on the jump all day. We couldn't have wished for a better day's business and are more than pleased with results."

J. H. Sutherland Bro.—"It was a wonderful day. Far more business than we looked forward to came into our store and we were on the jump from morn till closing time. It was one of the biggest days we have had in many months."

Dominion Stores, Ltd.—"The biggest day since we opened in Kingston. Our success merely strengthens our opinion of The Standard as the advertising medium in Kingston."

Bibby's Limited—"It was really a fine success. We did far more business than usual, and we feel that the Standard did much in making Dollar Day the fine success that it proved to be."

John Abramsky—"We had plenty to do yesterday, and Dollar Day was another big day of business. There were many more shoppers in our store all yesterday, and we were kept busy all day. Dollar Day was a great success and we are more than pleased with it."

Staged "Mysterious Miss Dollar"

The plan followed by The Standard in working up Dollar Day, was, firstly, to decide on stunts which would be an added attraction for shoppers and create interest generally. The usual "Mysterious Miss Dollar" was employed, the newspaper giving a prize of Ten Dollars to the first person to properly address her on the street. One of the dry-goods stores added another Five Dollars to this prize if Miss Dollar was found in their store. This feature undoubtedly attracted a crowd to that particular store.

Another Good Stunt

The second idea was an estimating contest. Every merchant was supplied with tickets which were given with each dollar purchase and on which was given the number of people attending a certain local theatre for a six month's period. The idea then was to estimate the number who attended in a year. Prizes given by the merchants were presented to the best guessers and the winners were announced at the theatre the same evening. Incidentally it was a good drawing card for the theatre.

Increased Space Rates

The Standard in soliciting advertising sold all space at increased rates from those charged for an ordinary daily issue and had no trouble in getting the increase. Each merchant, if he did not want to, or could not prepare his own copy, turned the list of the merchandise he was offering over to The Standard's advertising department where copy was prepared and cuts chosen. Being in a position to give this service was one of the main reasons for the large volume of advertising carried.

A Thorough Campaign

The Edition was published on January 31st and Dollar Day itself advertised as February 2nd. Publicity was given through the paper two days previous to the publication of the advertisements while bills were posted in the surrounding towns four days previous. The newspaper also supplied co-operating merchants with window streamers which were very effective and left no doubt as to whether a certain store was a Dollar Day Store or not.

This second Dollar Day proved such a success that future co-operative sales of at least a similar nature are being expected and looked forward to by ourselves and the merchants as well.

Do You Favor Circulation Contests?

The Efficacy of Special Inducements Is Doubtful and Tend to Cheapen the Publication—Build on a Quality Basis

By C. KERR STEWART

ONE of the big problems every publisher has to solve is that of circulation. Although much has been written about the different methods of increasing circulation, and many writers have treated the subject very fully and intelligently, much more can profitably be said on this important subject. Every publisher whether he issues a newspaper, magazine or trade paper has from time to time given serious thought to this important factor of the publishing business and many different methods have been tried out.

The one idea back of every effort to boost circulation is to put a publication in a position where it is worth more as an advertising medium and consequently gives a greater financial return to the publisher by carrying more advertising at a higher rate. The circulation figures of any publication are the basi on which its rate card is made up and it is therefore not hard to understand the desire and ambition of every publisher to materially increase the number of readers.

In building a circulation there is one thing that shou d always be uppermost in the mind of the publisher and that is he fact that a good publication is not the product of chance. Every issue must be planned to hold and increase the readers interest. The articles it contains should be well written—the "style" or "dress" of the paper should be given attention and it should be well printed. If this course is followed the nucleus for a steady growth in circulation will be formed. Many ideas have been tried out in an endeavour to increase circulation and thousands of dollars have been spent with greatly varying results.

Does A Contest Pay

Perhaps the best known method, and one which has been given a trial by many publishers, is what is known as a "Circulation Contest." There are few publishers who have not at some time received a number of letters, from firms and individuals, who claimed to be specialists in this work, pointing out how easy it is to increase circulation by this method and offering to conduct a "contest." If negotiations were successful and a contract signed the publisher found that he had to supply a number of prizes, costing hundreds of dollars, use a lot of valuable space in his paper, supply all the necessary printed forms, take care of any extra clerical help that would be needed and pay the contest man, who comes to manage the undertaking, a liberal commission on all new subscriptions and renewals. You can readily see that the financial responsibility of the enterprise is placed on the shoulders of the publisher, while the subscriptions are solicited by a number of people who are induced to work for the contest man in the hope of securing one of the prizes offered to those turning in the largest number of subscriptions. The contest usually runs for six or eight weeks and while many new names may be added to the lists during that period it is doubtful if the paper involved will experience any lasting benefits.

The question will naturally arise, that if there has been a substantial increase in the list of subscribers, why is the paper not benefited? First of all the publisher will find when he checks up his expenses that he has made very little if any real money. The prizes have to be paid for, the advertising and printing of forms cost considerable and no doubt extra help was necessary in the business office in order that regular work could be carried on as usual during the contest. When all these items are totalled they represent a considerable sum. Further he will find on examination of his lists that they contain many names in distant territory and that these people subscribed not because they wanted the paper but simply to help some friend win a prize, and that these names will disappear from the lists on the expiration of their subscription. In the case of newspapers, which far exceed in number any other class of publication, this additional circulation will mean little to the local advertiser as his business is usually carried on within a certain radius of the community in which he lives, and the increase in circulation thus gained cannot be justly used as an argument for higher advertising rates.

It will also be found that the publisher has greatly reduced his revenue from renewals of subscriptions for the next year or two owing to the fact that many of his regular subscribers have already paid two or more years in advance. Not only has he reduced the income from this source but he has actually sold his paper much below his regular rate for he paid the contest man a commission on these renewals and spent a lot on prizes. etc. On the whole the publisher will discover that when the expenses of the contest have been properly figured out he has gained very little if any over his former position, even though he may have a bigger list. While some contests may show a profit I believe that the majority have been a failure from a financial standpoint as well as in lasting results as circulation boosters.

Other Methods

Other methods are often used among which is the coupon system. With this method an advertisement is carried by the paper concerned containing a subscription coupon and offering articles such as books, silverware, etc., at a set price with every subscription received with the coupon. In most cases where this means of building circulation is used the regular price of the paper is reduced and the remarkable value of the article offered as an inducement to take the paper is exploited. This, to the thoughtful person, would suggest that the publisher does not feel that he is giving value in his paper for the subscription price asked, and has to use some means other than its merit to build up a circulation.

Sometimes a puzzle contest is used and an advertisement is carried containing a number of dots or circles or a picture in which it is necessary to find some hidden object. Each answer must be accompanied by a subscription to be eligible for a prize and after a certain period the prizes are awarded to those giving the correct answers according to the date they were received. While these methods are less expensive than the one cited above it is doubtful if they have ever proven any great success.

Some publishers employ salesmen who are paid on a commission basis and rely on the merits of the paper and ability of the salesman to get subscribers. The territory which a paper serves can in this way be thoroughly worked, and while it will cost money, will be found more satisfactory than those cited above. It must be remembered that a healthy paid circulation cannot be built in a day. Much depends on the service a paper renders its readers and it should be kept up to the highest standard possible if its circulation is to grow.

From a purely publishing point of view the contest, coupon and puzzle methods of building circulation are doubtful ones and while it may be, and no doubt is, true that papers using these methods have increased their circulations by hundreds and in some cases thousands, it is doubtful whether the increase justified the expenditure. The new readers who will continue to take the paper are an unstable quantity and it is more than likely that only a very small percentage of these will become permanent subscribers. This is particularly true in the case of newspapers. The mere fact that the circulation jumped so much within such a short period, shows that many of the new subscribers were not interested in the newspaper as a newspaper, but merely helped out some friend in the running for a prize. Even though there might be a fair percentage of these new subscribers who will continue to take the paper, advertising agencies and national advertisers as well as local merchants will discount the value of such additional circulation, for advertisers place no great value in circulation obtained upon any other proposition than that the newspaper has earned it, by being a good newspaper and in demand because of its qualities as a

(Continued on pag 21)

Opposed To Free Publicity

Advertising Agency Favors Papers For Refusing Free Reading Notices—B. C. Papers Declare Their Attitude

FREE Publicity! This is a menace with which every publisher has to contend. In spite of all efforts to subdue the evil, press agents and others continue their attempts unabated to secure space for nothing.

A number of publications complained last year of matter sent out by the Niagara Peninsula Fruit Growers, by a paid press agent and which was widely used. This matter was gotten up in the form of crop and market reports but every article referred to various fruits grown in the Niagara Peninsula, and pointed out the particular kinds of fruits that were in season at the time, all of which tended to boost the business of the Niagara Peninsula Fruit Growers Organization. At the same time many of these publications were accepting paid advertising from fruit organizations in British Columbia.

Other papers, PRINTER AND PUBLISHER has talked with, make the point that many manufacturers are most ingenuous in the methods they adopt for getting "free puffs" or free publicity into various publications. A considerable number are sent out through the advertising agencies who give a gentle hint that the advertiser expects them to run the "puff."

Another point made by an editor is that it is usually the weaker of two publications in a field that will use the free puff. In this connection there is an incident that happened recently in the United States that is exceedingly interesting. An advertising agency sent out a free reading notice about a client to a number of papers in a particular field pointing out that there would be some advertising to be placed. A number of the publications refused to run the item, whereas some did. In placing the advertising, however, the agency used the publications that had refused the free reading notices. They made the point that they were the strongest in the field and therefore the most useful to their client.

B. C. Paper States Its Attitude

Publications that refuse to entertain free publicity, and are bold enough and courageous enough to state their attitude on this matter are to be commended. Here is an editorial from the *Cranbrook Courier* which treats the evil in trenchant style.

"Why is it that otherwise just men and women who pride themselves on their probity, yet think nothing of getting the best of their home newspaper and catching the editor off guard every chance that presents itself? People that are just to their neighbour, honest to their merchants and clear of conscience in paying their debts, forget the finer points of righteousness when they deal with their newspaper. They think it no harm to appropriate his space in sheer advertising, and call it news, just because it looks that way to them. Many are willing to use up columns of space on matters that do not interest anyone but themselves and half a dozen friends. Others would seize valuable space for the pettiest matters, and leave others needing the same space.

"The newspaper is a common prey, and many who pray in all sincerity to their Maker, see no harm in preying upon the paper, if they get the opportunity. This thought comes to our mind in seeing the B. C. Manufacturers' Association using valuable newspaper space in a number of interior weeklies for months, free of cost, and salving their consciences with the idea that it is 'News'.

"For months and months, the Cranbrook Courier has cheerfully given space to the propaganda of 'Made in B. C., in loyalty to the home product, and by way of aiding industries likely to help wage-earners and provincial commodities. But, after all, this is plainly advertising. It is designed to exploit the wares of British Columbia industries. It is all a project of boosting their sales. The campaign amounts to nothing more than out-and-out advertising that represents the use of much newspaper space free of cost. We do not know if the Association realizes, but it is a fact that the Association has benefited to the extent of thousands of dollars in free publicity in a number of our country papers, and the organization seems quite willing to keep it up, without offering a cent toward supporting the loyal, good natured papers that have done so much for the manufacturers.

"The other papers of the provincial press affected can do what they please about it, but the Cranbrook Courier feels justified in expecting the Association to pay something for its advertising after this. The manufacturers are bigger than our home merchants that pay for the value they receive in advertising, so why should he industrial heads expect us to continue an endless task of boosting things made in B. C.? It is not fair. The Manufacturers' Association should see the equity of the situation.

"We are willing to help anything tending to help others, but we cannot, for the life of us, see why this paper, or any other paper, should be expected to donate space value toward the cause of enriching the industries that are private or corporate enterprises. We do not believe in mail order trade, and we dislike seeing money leaving the country to fatten capitalists in Yankland. On the other hand, we equally dislike being 'Used' as a convenience by wealthy corporations, just because their things happen to be made in B. C."

Another B. C. Paper Declares Itself

Another strong article appeared in the *Fraser Valley Record*, printed at Mission City, B. C. The article follows:—

"Some months ago this paper received a long pleading letter from an ubiquitous press agent asking that a certain article, which he enclosed, should appear in the paper free. It was a most excellently written article but purely advertising from the first word to the last syllable. Instead of throwing it in the W. P. B. immediately, it was laid to one side until we had time to send an answer to the request. Here is the answer:

"Sometime since, we quit giving advertising to those who are able to pay. We have opportunities everyday to give away space, but these fine chances are now declined with thanks. Several fair associations have furnished us with entertaining stories about their amusement enterprises, asking that we kindly give them several dollars worth of space that really good people pay for. Also there would be enclosed two complimentary tickets.

"Now we have tried complimentary tickets, fried, stewed, on toast and smothered in onions, but found them unpalatable in every style. Chopped fine they might possibly make a good breakfast food, but we have no chopper. At the end of the week we are unable to unload them on the payroll, the obstreperous employees seeming to prefer the hard cash. And so much of the time in days agone the help got all the money, leaving the boss to subsist on complimentary tickets and commendatory resolutions. It's a poor diet, and we quit it some time since.

"A charitable society will give a chicken pie supper, dishing up a bunch of antiquated hens encased in indestructible crusts, and the newspapers give sufficient free advertising to bring out a crowd of customers. Maybe they say 'thank you,' and maybe throw down a couple of tickets. In the latter case it is nine chances to one that when the head push sees the editor approach, her nose curls into a pretzel and she says, spitefully, 'Well, there comes a dead head to sponge two meals.'"

"The Sphinx, the 'Great Mystery' of Egypt has stood silent since 2800 B. C., and has never uttered a word—not even stuttered. We hope it won't be as hard or as long a struggle, to convince you that all advertising should be paid for, not given free, as it has taken the Sphinx to speak, but till a cheque accompanies your really excellent advertising matter, au revoir".

C. W. N. A. Motto

"Free Publicity—has it ever made you rich?" This is a motto adopted by the Canadian Weekly Newspapers Association, a motto which the Cranbrook Courier and the Fraser Valley Record are evidently putting into effect.

PRINTER AND PUBLISHER would appreciate the views of editors and business managers of different publications, on this important subject.

Carriers Must Be Salesmen

He Must Not Only Satisfactorily Deliver His Product, He Must Sell It, and Make Collections

By CHARLES E. TRAUNICEK
Circulation Manager of the Border Cities Star

IT WAS not long after entering newspaper work that I realized in order to build up a successful system of distribution it was necessary to give a good deal of thought to the newsboy problem. I found that one could not pick up any boy, give him a route and expect to create an effective organization. I realized that it was just like engaging a force of salesmen—it was essential that you carefully select your applicants, and after you have selected them, train, encourage, and enthuse them in your work.

It was my fortune to engage with a publication that was experiencing more or less trouble with its carrier force. To me was assigned the tasks of ascertaining the cause of all the difficulty, eliminating it, and if necessary rebuilding the carrier force to do it. I found that a good deal of the trouble lay in the selection of the boys, and that very little had been done to encourage them and make them appreciate the work they were doing. My first task, therefore, was to drop from our force those boys who proved deficient, teach the boys to realize the responsibility of their work, gain the confidence of their parents by showing them what we were doing to train their boys, and to establish a closer relationship between the boys and the business office.

Preference for High School Boys

My experience has been that boys under thirteen years of age should never be engaged as carriers. They are too young to grasp the responsibilities that are generally reposed in a carrier. Many of them will deliver their papers satisfactorily, but that is not all that is required from a carrier nowadays. The carrier of to-day must be a salesman. He must not only be able to make a satisfactory delivery, but he must be able to sell his product, and make his collections. He must be able to keep his accounts in good shape and to operate his business at a profit. Obviously a high school boy would serve better than a public school lad. The nature of the work develops in the boys a training that is fundamentally necessary to them in later life—a business training, and the high school boy due to his maturer age and advanced training is better able to grasp the nature of the work and produce the results that are generally desired.

The system we employ in both our City and Country circulation departments is what is commonly called the Independent Carrier System. A boy is given a route with a certain number of subscribers to whom he must deliver. The papers are sold to him at a flat rate of 1 2-3 cents per copy. He collects 15 cents a week, which leaves him a profit of 5 cents on every subscriber he serves. It is up to him to develop his route. He appreciates the fact that the more subscribers he secures the more money he makes, and that if he should lose a few customers his profits come down. He is a little merchant. He buys and sells his goods and collects his own money. He is in business for himself. Every subscriber he delivers to knows this. They admire his aggressiveness, and are always willing to help him. They realize that if they do not pay him when he calls for collection he is so much money short in his net cash receipts. The carrier through his continual contact with his subscribers works up a relationship which makes it hard often times for the subscriber to even consider stopping the paper.

Of course misunderstandings occasionally arise and subscribers will refuse to be served by a certain boy. To eliminate this difficulty, and also to create a feeling of competition among the boys, we have what we call Supplementary Carriers. These boys cover practically the same ground and as their routes are generally well scattered they work hard for new business. As a result there is always keen competition and rivalry between the Independent Carrier and the Supplementary Carrier. The practicability of this arrangement can easily be seen. Your territory is being continually canvassed for new subscribers, it eliminates a lot of delivery trouble and a good many other difficulties that are bound to arise where only one boy is covering a certain district.

We do all we can to create enthusiasm. Once a month the



A TYPICAL NEWSBOYS' GATHERING—THE REGULAR CARRIERS OF THE BORDER CITIES STAR ARE SEEN WITH NEWSPAPER BAGS

boys are taken to a theatre. On these occasions a luncheon is served and thin s of general interest discussed. Other forms of entertainment such as boxing matches, etc., in which boys generally display interest are also staged. We try to make the carrier feel that he is performing a very important work,—that he is a very essential part of our organization.

We also issue once a month a Junior publication for distribution among the boys. A feature of this publication is a column set aside as an Honor Roll. Every month we publish the names of ten of the carriers who have distinguished themselves most



CHARLES E. TRAUNICEK
Circulation Manager of the Border Cities Star.

in the number of new subscribers secured, etc. Like most people, carrier boys like to see their names in print. Articles are also solicited from the boys, and it is surprising to see the large amount of promising material a carrier force can produce.

13,000 Copies, 12,000 Homes

That our efforts towards bettering the general welfare of the newsboy have produced good results for us can be seen by the fact that we actually deliver and sell over 13,000 copies of The Star daily in the Border Cities,—a community of approximately 12,000 homes, stores and offices, with an average run of two complaints a day. Over 100 per cent. local distribution and all accomplished without the aid of solicitors or premiums is a record of which we are proud, and only goes to show what can be done by training your newsboys to do this work for you.

Out of a total circulation of over 19,000 daily, only 3,400 is sent by mail. The extent of our carrier delivery can, therefore, be readily determined.

Printed From Photo Engraved Plates

The editorial staffs of the Paris editions of the New York Herald and the London Daily Mail gave a lesson in journalistic initiative and enterprise to their French contemporaries, February 10. When their compositors walked out following a rejection of their ultimatum for a 50 per cent. increase in wages, the staffs of the two newspapers got together. Next morning they brought out a joint edition printed from photo-engraved plates of typewritten copy, the method being similar to that adopted by several American magazines in similar contingencies.

C. W. N. A. Convention At Ottawa June 8 and 9

OTTAWA has been selected for the Annual Convention this year of the Canadian Weekly Newspapers' Association. The dates set are June 8 and 9, but as arrangements mature it may be found necessary to include June 10. Advertising subscriptions, editorial and job work will form the business part of the program and strenuous efforts will be put forth to secure practical speakers of high standing to address the members in these important departments.

These decisions were arrived at during a meeting of the Board of Directors of the Association at the central office of the organization, February 15 and 16. Weekly publishers from points in the far east and the far west were in attendance; they included: V. C. French, Wetaskiwin, Alta. (President); S. N. Wynn, Yorkton, Sask.; J. L. Cowie, Carberry, Man.; L. A. Eedy, Walkerton, Ont.; F. B. Elliott, Alliston, Ont.; J. J. Hunter, Kincardine, Ont.; W. A. Fry, Dunnville, Ont.; P. G. Pearce, Waterford, Ont.; F. A. J. Davis, Carleton Place, Ont.; W. R. Davies, Renfrew, Ont.; Rev. A. H. Moore, St. Johns, Que. J. E. Fortin, Beauceville, Que.; H. R. Arenburg, Lunenburg, N. S.; A. R. Brennan, Summerside, P. E. I.

Halifax received lengthy consideration as the convention city but was finally rejected. Halifax however, has every hope of being favored next year.

The affairs of the Association were found to be in encouraging condition. A financial statement presented for consideration of the Board showed a small surplus, and the membership roll contained many new names since the last meeting of the Directors. The total membership was shown to be 511, an increase of 103 members in the past year.

Much new work has recently been taken on by the C. W. N.A. and much more is planned for the future, according to Mr. E. Roy Sayles, the aggressive manager of the Association, and the convener of the meeting.

Do You Favor Circulation Contests?

(Continued from page 18)

good newspaper, and are unwilling to accord the same value to that percentage of circulation secured by other means.

What Is the Best Method

The question of what is the best method of building a circulation that will be lasting in results is a big one and while some publishers may have faith in the old contest and coupon systems, the majority will agree that there is little to be gained and that their use has a tendency to cheapen a publication in the public mind. A good clean bright paper will not need to resort to a contest or other such methods to increase circulation—the publisher will increase his circulation by improving the quality of his paper.

We must judge the value of any method by its lasting results and the fact that successful papers are increasing in number and that the number of contests are decreasing, serves to confirm the views expressed in this article.

Many Critics Abroad

Newspapers have a difficult path along which to steer in these times, when ideas are so unsettled and nerves are unstrung. There are more critics abroad than ever before, and there is a greater variety of seekers after an indefinable something—a want which they believe the Press should supply. Newspapers have never been so generous in allotting space to the viewpoints of their correspondents, but there is not a newspaper which is not accused, from time to time, of not being generous enough. Religious cults, social organizations and scores of newly-formed societies and associations believe that the papers exist as a medium for propaganda for the hundred and one aims which they have in view, and they believe that when a score or less people get together and promulgate a policy, or platform, such necessarily constitutes news. That is one of the difficulties with which newspapers have to contend.

Printed Salesmanship In Canada

Direct Advertising Campaigns Must Be Definitely Planned To Be Successful—Growing Opportunities For Canadian Printers

By C. C. RONALDS
Ronalds' Press and Advertising Agency, Montreal

A CERTAIN friend of mine went to the war, got through all right and came back to his old job. He was the advertising manager of a large firm manufacturing and dealing in a great variety of mechanical goods. During his absence the firm had endeavored to "carry on" in the advertising of its products, and his department was in an awful muddle. Everybody was having a hand in it. The sales department managers had developed their own pet ideas on the subject of advertising. Many of these ideas contained all the ingredients of originality, but somehow lacked the essence of common sense.

One day his attention was called to a proof of a big broadside, advertising a commodity of interest to farmers. My friend was impressed with its very bigness, with the art work and the photographic reproductions which appeared on it. As he was just beginning to pick up the loose ends of the work, he saw the salesmanager of the department responsible for the sale of the outfits described in the broadside, and asked what particular spoke in the wheel of the campaign this broadside represented. What had preceded it, and what was to follow it? You will agree that these were very simple and logical questions to ask.

Sales Had Fallen Off

It was explained to my friend that, in spite of all the farm-paper advertising, the sales on this commodity had fallen off. They were not getting their share of the business, while one or two competitors were getting more than their share. This being the case it was high time to take drastic action;—hence this broadside. It was to "shock" the farmers into action. No, it was not intended to send out any other literature either before or after. Just this one big piece of paper with all the nice colors and photos and drawings and dinky-do-dads on it.

"Have you compiled a good list of farmer prospects who can afford to purchase such appliances?" asked my friend. "No, but that will be an easy matter to get." "How many of these broadsides have you ordered?" "About 50,000." "Are you going to mail them out?" "We haven't thought about that yet but what we will likely do is to send a quantity to each of the branches and let them use them in answer to inquiries and in any other way they see fit." "Do the branch houses know that you are planning this big broadside?" "No, why should we tell *them*?"

"In other words," said my friend, "they apparently expected this one piece of expensive mail matter to make a dozen orders grow where one grew before." The parable of the loaves and fishes was to be as nothing compared to the effect this broadside was to have on sales. It was to play fancy tricks and cut up cute little pranks with the farmers' natural habits by creating a great scramble to possess the articles advertised. "But alas," said my friend, "some folders and broadsides are like a *few* of the shells we used to send over to old Fritz. They looked just the same as a lot of other shells; went off with the usual bang; made all the necessary noise on the way over; but they didn't amount to anything on arrival. They were just 'duds.' "

The first thing my friend tried to do was to cancel the order, but he found it had gone too far. After several months, while the sales barometer still hovered around zero, he overheard several remarks as to the inefficiency and high cost of direct-mail advertising.

Advertising Criticized

Now I have taken this extreme instance, which has come under my own observation, for the purpose of driving home the point I wish to make here; namely, that while nine times out of ten the modern advertiser deals with his general advertising campaign on a definite plan and schedule basis, the direct advertising of most firms is a matter of merest chance and haphazard.

By general advertising I mean, of course, advertising in newspapers, magazines, street cars, billboards, etc. This, as I have said, is usually carried out on a definite plan. That definite plan is "carried on" regardless of whether the bookkeeper is sick, or the general manager is away, or the president taking part in a golf championship. It goes on regardless of whether the sales are so large as to keep all the office staff working overtime, or so much behind what they were at the peak of prosperity as to distract the thoughts of the heads of departments with the idea that the world is going to the bow-wows and they with it.

By direct advertising I mean the "printed salesmanship" that is sent out direct from a manufacturing or jobbing concern to dealers, to customers and prospective customers. You all know—you must know—how casual a thing direct advertising is with many firms.

Some enterprising salesman drops in with some clever designs for a window trim. "Why that's fine! We'll take a couple of these and send them out for dealer helps."

No Task for Novice

Or perhaps the salesmanager suddenly conceives the idea that a series of broadsides or folders should precede the semi-annual trips of his salesmen. Perhaps, on the other hand, he doesn't think of it. Some do. Many don't. If he thinks of it, perhaps, he thinks of it too late, and is surprised and a little annoyed to find that such a series cannot grow up overnight. In that case, one folder instead of a series may be rushed out to prepare the ground. The writing of consistent, logical, forceful advertising is not the right task for a novice, nor does it result from the hurried efforts of a man whose mind is burdened with other duties.

Sometimes the accountant or somebody else in the firm has promised to get out a booklet on a certain phase of the work with which he is familiar. The thing worries him; first, because he doesn't know exactly how to go about it; and secondly, because his other duties prevent him from concentrating upon it. The thing drags on month after month, awaiting the time when he can get around to it.

Perhaps in the end a man, who somebody in the firm hears can write, is called in to prepare the copy. Then there is a search for an artist. And at last, when all is ready, tenders are called for printing.

Great Growth Predicted

"I do not think I am exaggerating when I say that progressive business houses in Canada are becoming quite as alive to the possibilities of direct advertising as any business house in the United States and are beginning to take it up quite as extensively in proportion. Doubtless, within the next few years Canadian firms will use direct advertising even more extensively than firms in the States, because in Canada we do not have so many national magazines and special "class" publications available for advertising purposes." — C. C. RONALDS.

Now, that is not the way to build bigger business by printed salesmanship in Canada or anywhere else. The same policy should be followed for direct advertising as for general advertising; that is, to draw up a definite program and schedule in consultation with a reliable firm specializing in direct advertising, and then have that firm carry it through. To do that, the object to be achieved must be definitely decided beforehand, and the program drawn up accordingly.

Any printer who specializes in direct-mail advertising matter, and takes all the jobs he can get without asking any questions as to how, why or where it is to be used, is not only missing a wonderful opportunity for building business, but he is a "has-been," and the sooner he starts preparations for his own demise, the better.

Here we must go back to the fundamental basis, the real starting-point of any successful system of direct advertising. I refer to the advertising appropriation. When the advertising appropriation is being discussed, then is the time to consider and decide the nature and extent of the direct advertising. No matter whether the advertising appropriation for the year be large or small,—whether it is for $500 or $50,000,—a definite plan and schedule is absolutely necessary for a successful outcome. To have the proper basis for discussion, a general outline of what is proposed, together with estimates, should be presented, and in the preparation of this general outline and estimates a direct advertising agency should be consulted.

Principle of Remuneration Wrong

I am firmly of the opinion that the principle of remuneration for the general advertising agency is all wrong. According to the present system, an advertising agency may be paid many times more than the service required is worth, or it may be paid only a fraction of what the required service is worth. More often the present remuneration does not cover the cost of the service that the client really needs. It is not natural to expect that an advertising agency is going to give more than it is paid for. On the basis of present remuneration, a general advertising agency oftentimes cannot afford to recommend the amount of direct work that conditions demand.

I do not blame the general advertising agency. I blame the present method of remuneration and the present relationship between the publisher, the client and the advertising agency; and I venture to give my support to the prophecy that has been made,—that within a very few years the present system will give way to one which will be more equitable all round; that the advertising agency—whether general or direct—will get paid according to the amount of service necessary and the amount of service rendered.

When I refer to the direct advertising agency I do not mean a firm of printers. I mean a firm that has sales specialists, copy writers, artists and the other skilled men necessary for the production of printed salesmanship. Any ordinary printing firm will give estimates for printing booklets, folders, etc., without any question as to the relationship of this printed matter to the general sales policy of the firm calling for them.

But a self-respecting advertising agency, whether connected with a printing firm or not, will not do that. It will want to know the place that particular booklet or folder fills in the general selling plan.

Curtis Company An Example

In this connection I would like to mention a brilliant and outstanding example of a certain direct advertising agency in the States, the Curtis Company, of Detroit. This company, as I understand it, will not undertake an advertising campaign for a firm unless that firm will commit itself to a definite expenditure and a definite plan, agreed upon in advance. Why? Simply because this direct advertising agency has had experiences where they have started with the idea of getting out a broadside, a series of folders, a monthly house organ to the trade, store cards, window trims, and a consumer booklet,—the whole thing a well-balanced campaign, each piece linking up with the other. Then the client, after getting out the broadside and perhaps two folders, and not seeing results immediately forthcoming, has stopped the campaign, thereby telling the world that his direct advertising did not pay, or that this agency's type of direct advertising did not make good.

On a campaign such as I have mentioned, the broadside, and the first two folders would not necessarily be intended to get immediate results. They would be planned to be cumulative in their effect, building up one after the other. To have such a campaign stopped would be a black eye to the agency, as many people, not understanding the circumstances, would shy away from direct advertising prepared by this agency upon hearing that such-and-such a firm started on a campaign and found that results were not immediate, and so cancelled the balance of the campaign.

Pioneers in Direct Advertising

Here I may say that I speak with a special sympathy for the attitude of the direct advertising agency mentioned, because my firm are pioneers in direct advertising in Montreal, and I suppose we have done more educational work in direct advertising than any other firm in Canada. I am glad to say that our work is bearing good fruit. I do not think I am exaggerating when I say that progressive business houses in Canada are becoming quite as alive to the possibilities of direct advertising as any business house in the United States, and are beginning to take it up quite as extensively in proportion. Doubtless, within the next few years Canadian firms will use direct advertising even more extensively than firms in the States, because in Canada we do not have so many national magazines and special "class" publications available for advertising purposes.

Then, too, in Canada the population is scattered over such a vast area that reaching the buying public direct by mail is a logical and economical method. But in Canada as in the United States, the problem is not so much to get the business firms to use direct advertising as to see to it that they use it properly.

Responsibility With Specialists

The responsibility for this rests on us men who specialize in direct advertising work. We must not follow the lines of least resistance. We must not grab orders indiscriminately regardless of the ultimate effect, but must put our best thoughts and energies into developing a plan behind every piece of direct advertising—that plan to be woven into the general policy of the firm. That method and that alone is the one by which bigger business is built by printed salesmanship. However, this is a digression. Let us get back to the advertising appropriation.

There is practically no concern that cannot use a considerable part of its advertising appropriation in direct advertising with good results; for direct advertising has a special function to perform that general advertising can never fulfil. How the appropriation should be divided between general and direct advertising must be decided by the special character of the business. Some businesses should divide the appropriation on a basis of 90 per cent for general and 10 per cent for direct advertising. Others should be 90 per cent direct and 10 per cent general. Others should be about fifty-fifty.

For instance, Procter & Gamble, in selling their Ivory Soap, use a great deal of direct advertising, but their proposition does not present the wonderful possibilities for direct advertising that the Packard people have in selling their motor trucks, because, when Procter & Gamble put an ad. in the *Saturday Evening Post*, and reach several million readers, they are reaching a tremendous percentage of people who are possible buyers of Ivory Soap. But when the Packard Company buys the same space to sell a $10,000 truck, the percentage of waste circulation, for all of which it has to pay, is enormous. Direct advertising presents no such waste for this class of product, because the local agents can prepare selected lists of possible users of Packard trucks, picking out the people whose businesses are such or whose finances are such that they can reasonably be expected to be interested in the Packard trucks. To them a direct advertising campaign is more certain in its results, not only because it can reach practically 100 per cent of the prospects in any given locality, but on account of the superior possibilities for display, color illustrations and argument in direct advertising.

Then of course, many businesses need to give special attention, not so much to the ultimate consumer as to the dealer; and in advertising to the dealer, direct printed salesmanship is preeminent. The firm which is neglecting it, is missing one of the greatest aids to building a bigger business. I venture to say that not one firm in a hundred is doing enough "dealer" work. Many a merchandising plan has missed fire, or lacked efficiency, because due consideration was not given to securing the co-operation and holding the good-will of the dealer by

keeping him informed and sold on the sales and advertising policy that was being followed.

Firms selling class propositions to doctors or dentists, or something to just one class of manufacturers, will find that direct advertising pays ten times the usual dividends that can be expected from general advertising.

Where the advertiser is trying to reach a limited and well-defined class of buyers, of whom it is possible to have a complete and accurate list, there is no better medium than the Company Magazine, or, as it is more generally known—the House Organ. There is a big advantage in publishing a House Magazine, for every page, every paragraph—in fact, the entire magazine—is directly or indirectly about you and your product. You are not running an ad. in the newspaper or trade journal where it will be crowded off to one side by a mass of reading matter or overshadowed by other ads., and, compared with the cost of using space in the number of trade journals necessary to reach your buyers, a Company Magazine is practically as economical and decidedly more efficient.

Mailing List Gone Stale

As illustrating the effectiveness of direct advertising when properly applied on a prearranged plan and schedule, let me refer once more to the advertising manager I mentioned at the out set of this paper. One other thing that he found on his return from the war was that the mailing list of his firm had gone stale from lack of use. The only way to keep a mailing list up to date is *to use it.* Only those who use a mailing list can realize how fast the world moves. New firms come, old firms go. Use a mailing list and you can keep up with the procession. Neglect it for a few months and you are out of date.

Well, my friend's list had gone stale, and in order to keep it up to date he suggested a plan for using it regularly.

It was decided to divide their list into separate classifications and prepare a series of direct advertising to be sent to each. After careful consideration it was decided to send out this direct advertising in the form of "Bulletins," and a start was made with a weekly four-page style. The first issue dealt in an informing way with a certain machine sold by the firm, but made by another manufacturer. As a rule a distributing firm likes to make the manufacturer spend all the money on advertising. In this case the distributor tried spending a little of his own. This first bulletin brought in directly more than enough business to pay for its issue—most unlooked for on account of the previous merchandising policy on this article.

Sold on Direct Advertising

The second issue was equally successful. In fact, before the plan had been working for many weeks, the company was thoroughly "sold" on its weekly bulletin. Each week during the month the bulletin went to an entirely different class of prospects, but under the plan followed every name on the mailing list heard from the firm twelve times a year.

How much more logical and satisfactory was this prearranged program than the one of preparing a huge broadside as the result of a bright idea, and then sending it out haphazard, with no background and no foreground—just suspended in midair, as it were, like Mohammed's coffin.

There is no way by which printed salesmanship can build bigger business unless the campaign is carried on persistently, month in, month out—each piece of direct advertising a necessary link in the chain of evidence and argument that you wish to place before your prospects—and designed not only to win new business but to keep old customers "sold."

Reaching your prospects once in a while is not enough. Few make that mistake in general advertising. They keep at it and at it. The isolated piece of advertising, whether general or direct, no matter how striking in appearance, will surely fail if there is not the proper follow up. For old Father Time gets on the job; and the undertaker; and the wedding bells; and the baby carriage. And the first thing you know the world is peopled with new buyers who never heard of Mr. Advertiser or his product.

Iterate and Reiterate

If you would keep the public sold on your product you must iterate and reiterate the fundamentals of your business. And if you state your fundamental claims continually, you must also state them freshly—differently. And it is in the restating of fundamental claims in a fresh and different manner that the printed salesman excels the flesh-and-blood salesman. For no one salesman can possibly call on a thousand or more customers or prospects each month, but the printed salesman can be made to reach any number of people, and present your story in an interesting and effective way, just as often as you please. Your whole territory can be covered in a day, if need be, and covered regularly and persistently throughout the year.

Now, don't misunderstand me. Printed salesmanship is not sending out a formal announcement that you are in a certain line of business, and will be pleased if the public will make note of that fact. Printed salesmanship is not a statement that your factory is located at such and such a place, and you will be pleased if customers will come and see if they can suit themselves with your goods.

Printed salesmanship is a means of getting hold of the customers you want, and impressing upon them that it is to their decided advantage to do business with you.

Printed salesmanship, in the last analysis, is actually selling your goods or your service to a customer by means of a continuity of printed messages, the whole tenor and purpose of which are under your absolute control and the distribution of which covers your whole sphere of action simultaneously and continuously.

Perhaps the biggest job the business man has is to build up, develop and keep that intangible something known as the goodwill of his customers. Salesmen, of course, do this to a certain extent, but they cannot get around often enough to keep the customers *sold* all the time, and that's where printed salesmanship demonstrates its value. It bridges the gap between the salesman's visits. And even in territories where no salesmen are employed, the right system of printed salesmanship, founded on a careful analysis of your market and the particular requirements of your business, can be made a powerful selling factor and a valuable aid in building a bigger business.

Missionary Work Difficult

Most of the old successful firms have learned that the missionary work of sales promotion is hard work, and not often done as thoroughly as it should be. They know that all salesmen are more or less alike—work about the same, play about the same. Therefore, instead of trying to alter the human nature of their salesmen, they cover the territory thoroughly at stated intervals with booklets, folders, bulletins, house organs, or some other form of direct advertising. And most of these pieces contain return post-cards, so that when the personal salesman goes on his rounds he carries a bunch of post-card "leads" in his pocket.

This is bringing the selling problem down to a practical basis of efficiency. It pleases customers and possible customers, because it keeps them posted on what you are offering that they may require. And it helps the salesman beyond compare in missionary work and in increasing the volume of orders he may book. He doesn't have to plow, plant and drive the crows away. The house he works for has already done that with attractive, convincing creative sales literature. It's a pleasure for him to work under such favorable conditions, for he seldom gets a flat throw-down when his house has covered the territory with the right kind of sales literature.

But your printed salesman must be as carefully groomed as your personal salesman if you expect it to be given a favorable audience. Fortunes are tossed into waste-baskets every year—fortunes in unattractive, unread printed matter. Your printed salesman should be as high class as your business. If you are a cheap man in a cheap business, go ahead and use cheap printing. Otherwise, the best isn't a bit too good for you.

Printing Builds Your Reputation

The salesman, whether personal or printed, is often the only representative of the house that the buyer sees. He is the one on whom your reputation rests. If he makes a good impression the house gets the benefit. Otherwise—otherwise.

It is the function of printed salesmanship to stabilize and develop the product advertised and to insure its future success, which at all times means to—

1. Focus attention.
2. Interest the reader.
3. Create a desire.
4. Show how desire can be satisfied.
5. Stimulate action.

Some firms still have the mistaken idea that when business is dull they will have to cut expenses, so the first expense they can think of is their advertising appropriation. How silly!

Other firms, who are equally unwise, think that when business is brisk and they have all the business they can handle—"why advertise?"

But, thank goodness! there is an ever-increasing number of other firms who know from experience that the lessening or discontinuing of printed salesmanship at any time sacrifices previous effort, expenditure and prestige, and provides no anchor to windward when adverse winds are blowing.

Let me sum up in a word. Direct advertising is as yet only on the threshold of its career. It is destined to grow and grow tremendously. Our duty as direct advertising men is to do our best to check a superficial or spurious growth. We must guide it along the right lines. I predict a vast change when the majority of direct-mail printing houses get this idea firmly planted in their cerebellums—that they can only be successful in direct ratio to the success of the campaigns which they plan for their clients. We must work for a plan behind effort and a co-ordinated purpose behind expenditure, to enable printed salesmanship to build bigger business in Canada, or elsewhere.

Printing Conditions In the West

Business In Edmonton Shows Signs of Improvement

IF THE city of Edmonton may be taken as a fair criterion of the printing trade in Western Canada conditions are showing signs of improvement. Our Alberta correspondent paid a visit to the Alberta capital and reports as follows:

Conditions in the printing trade at Edmonton are quiet having been so for some time in sympathy with the general business depression, but brighter prospects are looming up. Fewer job plants are running part time. Already there is felt the impulse of expanding trade due to the hope and awakened action of every spring, always felt earlier in Western Canada. Despite rumors about the trade being likely to show a share of business failures, there seems to be but one concern that neared an assignment and they secured an extension of time. Others may have felt the stress of present conditions rather trying but beyond this there seems to be but little reason for the rumors. Indeed credit conditions in the trade are better than those prevailing at present in other cities and payments for stock are usually met promptly without general recourse to C .O. D. methods.

As to trade, the Roche Printing Co. say that while there are general complaints, conditions might be much worse and indeed they find trade fairly steady, job work fitting in most economically with the printing of the weekly Alberta Labor News and the A. T. A. Monthly. They recently have added a new Claxton platen press. The Crossland Printing and Litho. Limited reported a fairly steady trade and is looking for general improvement. Capital had been close with none for general investment but recent incorporations in Alberta indicate that money is moving. Speaking of overdevelopment, Mr. Crossland said, "In the printing trade here too as in other cities, the tendency has been to over-equip." Asked as to business and labor conditions, Mr. Race of the Edmonton Printing Co. summed it up simply, "Quiet with surplus of labor." H. B. Douglas, manager of the Douglas Printing Co., one of the oldest concerns in the city, had this to say: "To be frank it is quiet but it is surprising where all the business comes from when all trades are complaining. At present we have considerable work in hand. We have added to our equipment this month a 10 x 15 platen press with Miller-feeder." "Business is quiet because business in general is so," stated Mr. Moore of the Moore Printing Co., "but prospects are bright," he added. Reports from other offices visited were similar.

Labor agreements with pressmen and binders are now under consideration at Edmonton. For some two or three years printers in the job offices have had the 44-hour week and in general had a flat rate so that they will likely follow suit again, no trouble being expected. Recently the agreement with the compositors was revised and made retroactive to the first of the year with a reduction of about 8 per cent., i. e. down from 97 to 90 cents per hour.

One source of a good many nice fat orders for job printing was cut off with the change of government in Alberta last July, one printer remarked to the Printer and Publisher representative. The new farm government have not got firmly enough in the saddle to have laid down policies and got fully under way, he averred, so few orders have yet been given. Government orders were very nice to handle, declared another printer, pointing to the large quantities usually ordered and the generous minimum scale of prices usually allowed. It is even hinted that there was no hard and fast maximum and further that it was even possible on occasions to secure payment in advance which would facilitate financing large orders without any inconvenience. It is alleged that during the last year of office, the late government gave one firm alone, provincial printing to the tune of $120,000. It is even a matter of wonder upon the part of some who did not share the "fat" as to what reserve stocks of printing matter may have been discovered by the new government whose supporters talk of a reserve stock of a million poles in the telephone department. However, outside of stationery, if there is an over-supply, other material must be brought up-to-date and new orders must soon issue with the legislature in session again.

Edmonton is to have a new modern lithographing plant which will be the second in the province, there being one in Calgary. Incorporation has been granted with authorized capital of $100,000 to Crossland Printing & Litho. Ltd., succeeding Dredge & Crossland Ltd., the personnel remaining the same. It is hoped to have the new plant producing about May 1st. Mr. A. S. Hudson, formerly with the B. C. Litho., Vancouver, has arrived to oversee the installation and be superintendent of the new department.

The fact that a recent Board of Trade survey showed that Edmonton has one hundred industrial concerns, points the way to a growing demand for lithograph work from the factories. Pointing to the loads of coal offered by farmers as unique on city markets, Mr. Crossland remarked upon the great coal reserves of Alberta as a good basis for industrial development. With this splendid development, there is growing up in the city quite a home spirit which demands that money be spent at home if possible and with a lithographing plant at hand, there will be no need to divide up printing orders and send east for the lithographs.

Early on Feb. 23rd fire from an adjoining building spread into the printing premises of the Crossland Printing & Litho. Ltd., Edmonton, doing some damage to the offices and plant. Fire and water ruined the bindery and stock on the second floor. The first estimate of the loss was $25,000, partly covered by insurance. Within a couple of days they were in search of new quarters having 3,000 to 5,000 feet of floor space. The new location would no doubt provide ample room for their new lithographing plant in addition to their printing plant and offices.

LaPresse Control Settled

A despatch from Quebec intimates that the Berthiaume private bill, the object of which is to decide the control of La Presse daily paper, was considered by the Private Bills Committee of the Upper House, March 2, and, newspapers are informed, approved with certain amendments. There was no opposition, as an agreement had previously been made.

It is understood that the settlement will result in the appointment of Eugene Berthiaume to the post of Paris agent of La Presse at $15,000 a year, on a long term agreement, which will necessitate his residence in France. This would leave Arthur Berthiaume in control with his two co-trustees, J. Fontaine and P. Du Tremblay.

Good Typography Begets Business

Advertising Columns of a Neatly Printed Newspaper Favored By Space Buyer—Does Not Pay To Sacrifice Appearance

By L. H. ARCHER, Publisher of the Ryley Times

EVERY good printer has at some time or other either asked or thought the question: "Why does not So-and-So, the editor -publisher of this or that country weekly turn out a neat paper?" For it is a fact that in every province of the Dominion there are numbers of weekly papers apparently thrown together and run-off regardless of appearance. But a logical reply to the question has yet to be formulated.

Usually the country publisher is a very busy man, and oftimes crowded for time in which to run-off his paper and clean-up the job printing orders before commencing work on the next week's issue. And it is during these rush periods that the appearance of his paper is usually sacrificed. But does it pay? Twenty years experience has taught the writer that it does not. Every country publisher should display the same pride in printing his paper as he does his job orders, and no doubt exists in my mind but that the extra few minutes spent setting uniform head lines, balancing the front page, changing a line of type or re-spacing ads here and there, is time spent profitably.

There are several reasons for the foregoing statement. Foremost, is the fact that a printer's job-printing ability is oftimes judged by the appearance of his paper, and rightly so. And is it not true that the advertising columns of a neatly printed paper are more readily saleable than those of the paper printed in a haphazard manner? Subscribers also, appreciate the nicely printed paper, just as do advertisers. All these things tend toward the success or failure of a country publisher's venture. Then there is one more point to be remembered. Small town newspapers are to-day recognized as a potent factor in the life of the country. A community is judged in no small degree by its newspaper, both by national advertisers and outside investors. Therefore, it is up to the country publisher to see that the locality in which he resides is creditably reflected in his paper.

The Ryley Times was brought to the attention of PRINTER AND PUBLISHER by an observant exponent of good typography, and copy of the paper was requested from the publisher, Mr. L.H. Archer, Ryley, Alberta. PRINTER AND PUBLISHER also felt reasonably certain the man to whom credit is due for the publication of a weekly newspaper that has attracted favorable comment would have ideas pertaining to the appearance of a weekly worth passing along for the consideration of fellow publishers. The result of this double-barrelled request is shown in the foregoing article by Mr. Archer, also in the accompanying reproductions of pages from his meritorious paper.

Ryley, Alberta, is a small town. The Ryley Times is a small paper, four pages only, six columns to the page, but it is surely in the hands of a publisher who is progressive, a publisher who is making the best of all the opportunities a very small town affords. A keen appreciation for the value of neatness, and withal, the ability to put his ideas into effect is amply apparent.

Many persons recognized as competent judges, including a number of weekly publishers, agree that the Ryley Times is, in every respect, a highly commendable publication.

The front page make-up is of course a feature.

Not all newspaper men are enamored with the symmetrical style (balanced on the central axis) of front-page heading


THE RYLEY TIMES

OPERATED LAST YEAR AT PROFIT

THE TAXPAYERS WILL ORGANIZE

HEAVY DEMANDS UPON PROVINCE

LIQUOR SUPPLIES TO DRUG STORES

DELEGATION ASK FOR GOOD ROADS

GRANT REPRIEVE FOR SAM KACZUR

THE HEALTH ACT TO BE ENFORCED

HOCKEY SEASON NOW OPEN HERE

CONSTABLE AND ASSAILANT DEAD

A BUSY SESSION OF LEGISLATURE

FRONT PAGE OF THE RYLEY TIMES



BACK PAGE OF THE RYLEY TIMES

arrangement, as seen in the Times. Some of the claims against it are monotony, stiffness and the extra care involved. Such claims may contain a certain amount of truth but should not be taken too seriously. Where neatness and attractiveness can be best secured that is the method that should no doubt be followed.

The conspicuous absence of front-page advertisement is another commendable feature of the Ryley Times. The advertisements are arranged in two columns at both sides of the page, with two columns of reading matter intervening. This style presents a very neat appearance, but probably a more approved method would be to have them "stepped" in pyramid formation on the right-hand side of each page.

There is still another feature of Times which should not be overlooked. All news appearing on the front-page is of particular interest to Times readers, covering as it does local, district and Alberta topics. Editor Archer, too, has two columns of (apparently original) editorial matter under his name. He is a real editor and a real typographer and a real publisher.

There is much to be said in favor of a good looking newspaper like the Ryley Times. Aside from proving pleasing to the reader, the business man of today recognizes the difference between good and indifferent typography and it is reasonable to suppose the neat typography has a favorable influence upon his advertising appropriation. A favorable influence too is in all likelihood exerted upon advertising agents.

Effect of Typography on Circulation

Holds Readers Against All Attacks by Competitors Who Ignore This Feature of a Newspaper's Success

By BENJAMIN S. HERBERT

THERE is an impression abroad in the land among advertisers and advertising agents that the number of copies of a newspaper that are circulated is a paramount consideration in determining the value of the medium. When advertising is bought upon a scientific basis and newspapers are considered more valuable because of their character and by reason of the influence that they wield in their respective communities; when some thought is given to the make-up of the paper typographically, the neatness of arrangement of news and display matter, certain truths will manifest themselves which will finally result in the recognition of many hundreds of high-grade intelligence-carriers which are being passed almost unnoticed under prevailing systems of publicity value calculations.

Because of the rapidly growing knowledge of the public as to what constitutes neatness in printing, there has developed an intuitive knowledge on the part of thousands as to what is a really artistically printed page. There is hardly a business man to-day who does not instantly recognize the difference between a good and a bad job of printing, and when comparisons are possible, as they are in the larger-sized cities, the successful advertiser has a developing inclination to patronize the paper that shows intelligence and care in handling his display copy.

A neatly arranged, properly whited advertisement is bound to bring more results than a hodgepodge lot of stuff thrown together with but one idea—to fill the space that the advertisement is intended to occupy.

An Illustration

One does not have to be an epicure to appreciate that gastronomics, or the science of good eating, has a great deal to do with the health of the individual. The preparation of dishes served, as well as their manner of serving, has as much to do with the enjoyment of the meal as the process of filling the stomach with the fuel to keep the machinery of the body in motion.

It may have been the misfortune of some of you to have eaten at a summer hotel where the tablecloth was soiled and dirty and the dishes bore evidence of not having been carefully cleansed. Possibly you have eaten meals at "hash-slinging joints" where the "grub" was prepared as if it were to be eaten by horses and at which your appetite was ruined by the mere sight of the victuals that were shoveled up for you with slovenly carelessness.

You have anticipated the parallel that I am about to draw.

You realize that the spreading out of pages of an intellectual feast ought to have the same careful signs of discriminating taste you require in the serving of an appetizing meal. The mere anticipation of the enjoyment of a dinner accompanied by clean linen, white, carefully ironed napkins, polished silverware, shining white china and a floral centerpiece, with the coffee placed at your plate with the amber drink all in the cup, with the vegetables steaming hot and the meat decorated with a touch of green and the type of gravy that you will enjoy to pour over white mashed potatoes, is half the meal. The contemplation of what you are about to enjoy will stimulate the flow of gastric juices and will aid digestion as sure as the Divine Naturalist made green apples. Better blood circulation will follow the enjoyment of such a meal.

I have spoken of a type of gravy; now I want to speak a little more of typography. One certainly has an effect upon the circulation of red corpuscles in the blood as positively as the other upon the circulation of the active principles in community welfare known as newspapers.

Front Page Without Advertisements

Some publishers will not agree that first pages of newspapers should be given over entirely to the publication of news articles. There are those who claim, and probably are occasionally justified, that it is impossible to remove the advertisements now appearing on the initial pages of their publications from that position to another page. We have no quarrel with our ads-on-the-first-page friends, but wish to make the observation that, wherever paper publishers have adopted the policy of removing advertisements from their first pages, their advertisers have seen the wisdom of the change and in many instances have appreciated that the value of the newspaper as a medium has actually been enhanced.

In the arrangement of longer articles with three-deck heads, it is possible after one has given a little time to the study of head writing to effect improvements which will gratify the most unschooled beholder. The comparison of a newspaper using the correctly headed arrangement of stories with one in which the heads are simply thrown together with no thought as to the ultimate printed effect, will readily show that the one is much to be preferred above the other. The introduction from the headings to the text should be graduated, not too abrupt.

Arrangement of Inside Pages

The arrangement of advertising matter upon the inner pages is receiving more consideration by those who are anxious to produce the best newspapers. The generally accepted plan of arrangement among these seems to be the one that is known as the stair step, or pyramid, arrangement by which the largest advertisement of the page is placed at the bottom and to the righthand side and the smaller ads piled upon it in stairway fashion. The reading matter arranges itself in the rest of the space so that in nine cases out of ten, the advertisement is next to reading matter, a position which is always appreciated by advertisers. The reading matter should be massed in groups, affording the reader the opportunity of scanning the items and without rude interruptions.

So far the typographic style of the advertisements themselves is concerned, a generalization of statement will probably have your hearty acceptance. The details must be worked out according to one's ability and equipment.

Advertisements should be surrounded by uniform borders and

a limited variety of type faces employed. They ought to be evenly distributed throughout the pages of the paper.

The matter in the advertisement should be displayed as neatly as possible, with the purpose in mind of making the strongest appeal to the readers. The proper use of white space and some consideration of the laws of optics ought always to be borne in mind by the compositor. Unhappily the large user is not always acquainted with the fact that he will get his printed sales talk "over" with greater effect by the use of a large number of display lines and illustrations than he will by filling the space at his disposal.

Printers have not time to educate advertisers, and advertisers, very unfortunately indeed, seem to have no time in which to study the principles of advertising; but in the larger cities specialists who not only have a knowledge of typography and psychology, but who have an instinct for getting the greatest results from a given amount of newspaper space, are co-operating with the composing room and are actually giving instructions which are accepted by the wielders of the composing sticks as possessing a certain amount of intelligence and a knowledge of the divine fitness of things. Running advertisements without change month after month lowers the value of all display space in the paper. Change the ads for your readers' sake if not for the advertisers.

Promote Easy Reading

Typographically, the whole newspaper should be laid out with the general purpose of serving the reader with his daily or weekly meal of intelligence so as to permit him to select what he desires in the least space of time. News features should be in one place, the local news in another, the market reports in their place, the sporting and theatrical news, the society events, all should have the same relative position from one edition of the paper to another.

In scanning the pages of a large number of daily and weekly newspapers, one notices that the classified sections are often given scanty consideration. Want-ad sections of most newspapers could be built up to a considerable extent and revenue derivable from this source will be found to aid in stopping the leaks in other departments. A properly supervised classified advertising department can be made a real adjunct to circulation building. Every reader of a newspaper is a possible patron of the classified section. Several newspapers have found that by devoting part of the last page of their paper to classified advertising, or by having some other page devoted particularly to this sort of information, the department will almost build itself.

The circulation of a neatly arranged, typographically perfect, production will not only increase in strength but will hold its own regardless of the competition that may develop, whether the opposition paper offers chinaware or automobiles as premiums. Intuitively, unconsciously, the well-informed person appreciates good typography. He soons learns to enjoy the pages of an intelligently prepared newspaper and respects the opinions of the editor and becomes a staunch champion of its policies. The satisfied reader will communicate his satisfaction. The newspaper which observes the rules of good typography will always have a welcome in the home. The respect of the family which a neatly printed representative of the Fourth Estate holds will not be violated whence once gained. A reputation for uprightness, for a continuous endeavor to render the best service, is not lost quickly and the newspaper publisher who would wilfully allow departure from such a course would be not only a backslider but somewhat of a chump, to say the least.

Typography, good typography, will not only win an increasing circulation but will hold readers against all attacks by competitors who ignore this most important feature of a newspaper's success.

The Breath of Business Life

REFERRING to the war achievements through advertising, Mr. D. Reid, of Chapples' Ltd., in an address to the Kiwanis Club of Port Arthur, pointing out how governments and nations had come to realize the benefit of modern advertising as instanced by the raising of the huge voluntary armies of Britain and Canada before the days of conscription; the raising of huge sums of money for war purposes through the cleverly worded and striking pictures in the advertisements. It has been estimated, he said, that over a billion dollars is spent annually in newspaper publicity.

There were several specific reasons why carefully and cleverly written advertising assisted in the reduction of the cost of living and furtherance of business. Advertising assisted in intelligent selection. By no other means could such careful selection be accomplished or secured. Advertising improved the quality of the goods, making it imperative on any advertiser who advertised superior goods to have superior goods for sale, and at the same time made misrepresentation unsafe and impossible. Advertising educated the public, not only by the advertising of the article particularly set forth but by the advantages secured thereby and in the educational talk which accompanied the article itself. He illustrated this by particularly referring to toilet preparations, toothbrushes, toothpaste, the railroads, banks and insurance, societies' advertisements. Advertising reduces the price to the consumers—the larger the scale of production, the narrower the margin and the greater the turnover. Advertising was also the means of securing the promotion and launching of new industries, as witnessed by the pulp mills in this locality and elsewhere and other huge enterprises. Advertising was less expensive than salesmanship and at the same time was able to serve a larger clientele. Increased sales were in direct proportion to the amount spent in judicious advertising.

Preparation of Copy

Much work was entailed in the preparation of copy. In the first place, he said, it must attract attention and must have received very careful preparation—just as careful preparation at the lawyer uses in the preparation of his brief. Advertising was a definite sales force, and it has been estimated that a justifiable basis for retail advertising was from two to two and a half per cent. of the sales of the preceding year, although where specialized articles were advertised the appropriation should go beyond two and a half per cent. There was a certain amount, however, beyond which no business could successfully advertise—that was the point of diminishing returns.

The Good Writer

Regarding the qualifications for a good ad-writer, Mr. Reid particularly remarked that the good ad-man should have an extensive vocabulary, should be possessed with brevity and have a true understanding of word-value, backed up by a sound education. Every ad. should be couched with the simplicity of language and the much-abused adjectives which are the inexperienced advertiser's legacy from Mr. Barnum, should be eliminated. There should be no exaggeration.

Beside being briefly written the ad. should be set in appropriate type, with appropriate illustrations, and appropriate cuts or artists drawings.

In closing, Mr. Reid referred to the present conditions. In his opinion the affluence occasioned by the war was a thing of the past. Both employer and employee should get the "soft tissue" worked off and get down to "hard pan". Advertising should be consistent, persistent and sincere, and should tell the truth, the whole truth and nothing but the truth and should be justified by the results.

Peer Once Sold Newspapers

Lord Beaverbrook, in an after-dinner speech, recalling his experiences as a newspaper proprietor, remarked that the first farthing he ever made was in selling cent papers in Newcastle, New Brunswick. Later in his life he took shares in the same newspaper, which had since died, and eventually he had to pay 5,000 pounds to get somebody else to take the shares off his hands. When he was asked to interest himself in the London Daily Express, Lord Beaverbrook said, he found that there was a loss of 40,000 pounds on the paper in 1915. This loss, he added had now been turned into a profit, although in 1920 he had put 140,000 pounds into the Daily Express.

Halifax Herald Appears In New Typographical Dress

FEW, if any, daily newspapers in Canada cover their respective fields more thoroughly and successfully than the Halifax Herald. The success enjoyed by the Herald in Halifax and in the vicinity of the city is not difficult to understand. The Herald is progressive, in fact very enterprising. The most recent step forward to be credited the Herald is witnessed in the new typographical dress of the paper, as shown herewith in the reproduction of the front page of the February 17th issue.

An effect similar to some of the larger city papers, often referred to as metropolitan dailies, has probably been the aim of those who planned the new arrangement, and we think highly satisfactory results have been achieved.

The Herald was not content with changing the make-up of the front page. The inside pages too have been vastly improved, and contain an abundance of news presented in well organized, striking and inviting form. Every page, through virtue of its appearance, indicates to the reader something of more than passing interest. It may be featured by a box heading, a banner heading, or a department heading.

The editorial page is presented in unusual style. Two columns are devoted to this matter set 18½ ems wide. What is extraordinary about this department however is the 18-point type employed for the headings of each editorial article—to be exact 18-point Caslon Bold Italics is the type used. Few newspapers attempt this breach of tradition—but the Halifax Herald, we reiterate, is enterprising, and in support of the use of strong editorial headings it might be said, "if there is any advantage in bold display why not use the advantage for editorial purposes if it suits the purpose."

Another outstanding feature of the Herald as it now appears is seen in the almost invariable use of 18-point initial letters at the beginning of all articles and news stories, large and small. In some cases, where appropriate, 24-point initials are brought into play.

None of the effects employed by the Herald are new, but they are not generally used, probably because of the additional labor entailed. The Herald, however evidently believes the extra labor that is devoted to making the reading pages more attractive is a profitable investment. There are some publishers of course whose taste runs contrary to the profuse use of initial letters, banner heads and other outstanding effects. Tastes differ, and what may be good style in one newspaper may be taboo with another.

Referring again to the typographical appearance of the front page the opinion might be advanced that the four-line headings set in capital letters is difficult to read, especially as they appear all in full measure. The same thing obtains in respect to the three-line heads to a proportionately less degree. Headings of the inverted pyramid style would be easier to read, but three lines in this style is all that could be conveniently used. The inverted pyramid, or cone shape, however, would weaken the appearance of the page. If used, the strength of the page would be sacrificed for facility. It is all a matter of choice.

A practice that should be avoided as much as possible in the four-line headings is extreme letter-spacing of words. The difficulties of writing lines with the correct number of letters is appreciated, but since there will not be more than four headings to an issue it might prove worth while to take particular pains to provide the correct number of units to fill the measure without having to resort to letter-spacing; the style of type used is not particularly adaptable to wide letter-spacing; it loses its normal punch.

On page two of this issue of the Herald there is a double column head set in three lines of condensed 36-point Gothic and it is the only feature of the whole issue we are inclined to strongly oppose. It seems to be out of harmony entirely with the other headings. The mixing type faces is inimical to harmony and artistic results. The writer has before him a copy of the February 9th edition of the New York Tribune, and cannot help but admire the strong, yet artistic results, secured by the use of Bondoni Bold with Bondoni Bold Italics in various sizes. Bondoni type family is used almost completely throughout the paper for headings. A distinguishing feature of the Tribune headings is embraced in the fact that each head is set in caps and lowercase, not all caps as generally used. The theory supporting this practice is that lowercase letters are easier to read and are more inviting to the eye than capital letters.

The Halifax Herald adopts the pyramid form in placing its advertisements. This is good practice. It is noticeable that


THE HALIFAX HERALD

WEATHER

MANY FUNERALS OF RIOTERS HELD IN BELFAST

UNITED STATES AND CANADA SET GREAT EXAMPLE SAYS DR. MUNRO

MINISTER OF RAILWAYS TO CONSIDER PLEA FROM HALIFAX

SAY FREIGHT RATES IN EAST AS AT PRESENT REASONABLE

SHOOTING CONTINUED BUT QUICKLY SUPPRESSED AND NO CASUALTIES ARE REPORTED

OPPOSITION LEADER TO BE SELECTED SOON

AMHERST GETS BIG ORDER FOR HOTEL BOILERS

HEAD OFFICES OF C N R. ARE UNDER DEBATE

FLASHES OF WORLD'S NEWS

NEWS IN BRIEF

A STRIKING FRONT-PAGE MAKE-UP

some advertisements bearing black nonpariel and pica borders are placed among advertisements with light rule borders, a practice which should in our opinion be avoided. The reason is obvious.

The style adopted on the want-ad page is good. The headings are set in 10-point Clarendon and the body type in 6-point Roman with a hanging indention, the first line of each want-ad being set in capitals. Display advertisements are set in lightface type, a style always appropriate for want-ad pages.

A Pointer In Ink Economy

One of the common complaints in the average pressroom is the amount of ink which is lost through drying out or "skinning over." A great deal of this could be avoided if a little more care and attention were given when ink cans were first opened. Inks are purposely made with a certain amount of driers added, as it is necessary they should dry on the different papers. Some inks will dry more rapidly when exposed to the air than others. This particularly applies to Bronze Blues, and some of the Reds and Greens. We send out all our Inks with a piece of oiled paper over the top of the Ink, and if care is taken to lift this paper off carefully, then take ink off evenly from the top of the can, and replace the paper, it will help to prevent the balance from drying out. We also suggest that Ink be taken from the can with a square-end ink knife. This is more preferable and more economical than the too common way of digging down into the Ink. Some pressmen prefer to keep their opened Inks covered with oil or water. Do not have too many partly used cans in your ink cupboards and have your pressroom staff use all the ink in the can before opening a fresh one—*Canadaink.*

This is a time when the true function of advertising—to sell to people's minds—should be appreciated, and its power applied to the task of bringing business and businesses back to normal as speedily as possible.

Advertisement Contest At Hamilton

Thirty-six Students of Technical School In Annual Event—Gordon Hunter Wins First Prize

IF ANYONE doubts the value of technical school printing instruction, let the doubting one investigate the results of careful training received by the students of the printing department of the Hamilton Technical and Art School. The training given at this school is revealed in the student's ad-setting contest, which has grown to be an annual event of much interest in printing and advertising circles of Hamilton. This year's contest was held last month and on Tuesday evening, February 22nd, grand-prizes were awarded to the four students who were adjudged to have displayed the most skill in setting advertisements of a number of Hamilton Merchants. The winners were as follows:—

First Prize, Gordon Hunter.
Second Prize, Fred Obermeyer.
Third Prize, Sol. Brown.
Fourth Prize, Edward Mellanby.

The first three are all-day students of the school, the fourth a part-time student. Thirty-two other contestants took part and all received merit marks which entitled them to substantial cash awards.

The advertisements set by the grand-prize winners are reproduced here and are worthy of careful study.

Men who are particularly well qualified to judge the merits and demerits of typographical display established the winners of the contest; they included, respectively, Messrs. Stewart, Westaway and Smith, of the McKim, Federal and Hamilton Advertising agencies.

The decisions of the judges are to be commended. Printer and Publisher appreciates the difficulties with which the judges were confronted, especially in establishing the second, third and fourth prize-winners. A number of the advertisements, if we may venture an opinion without going into a scientific examination, appear to be almost equal if not fully equal in merits to second, third and fourth selections. In a future issue we hope to treat some of the other advertisements which are particularly well handled by the students.

In former contests the students were restricted to certain conditions, such as the choice of light-faced types and rules. In this contest unrestricted liberty prevailed. The conditions were similar to conditions governing any first-class composing room, and the only instructions given the students were to heed the possibilities for effective grouping and massing, and to pay attention to tone harmony.

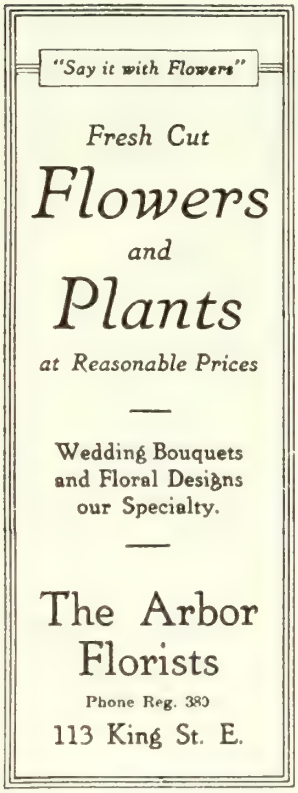
The thirty-six advertisements entered in the contest appeared in the February 18th editions of the Hamilton daily papers and were distributed throughout the pages. Last year the advertisements were grouped together.

Presentation of Prizes

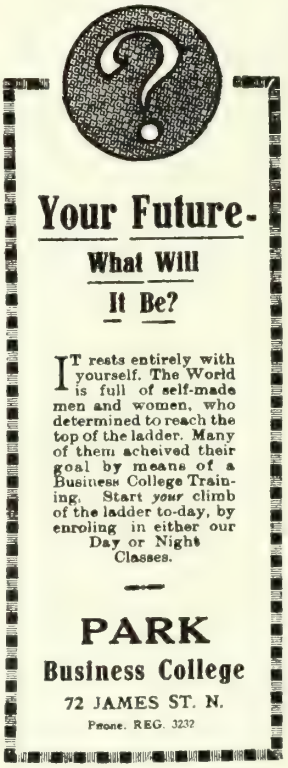
"Many were the verbal bouquets thrown at the students of the Printing Department of the Technical School, in the new Library-Lecture Hall last night, during the annual presentation of prizes won in the recent advertisement competition," said the Hamilton Herald in its issue of February 22, in referring to the contest; the Herald report continued in part as follows:—

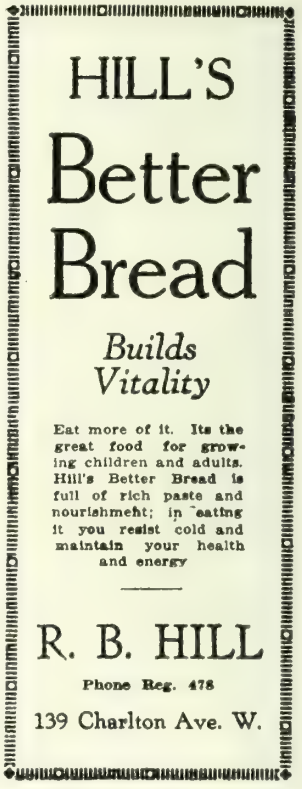
"It was such authorities on advertising as J. P. Westaway of the Federal Advertising Agency and B. B. Stewart of the A. McKim & Co. Advertising Agency who complimented and congratulated the budding printers and embryo advertisers. And such recognized masters of the printing trade as School Trustees Julius Williams, an amateur printer of the old school, and Lloyd Spaulding, president of the local Typographical Union, praised the lads for their ability with the line-gauge, make-up rule and stick.

Not only did the two instructors of the Technical Printing



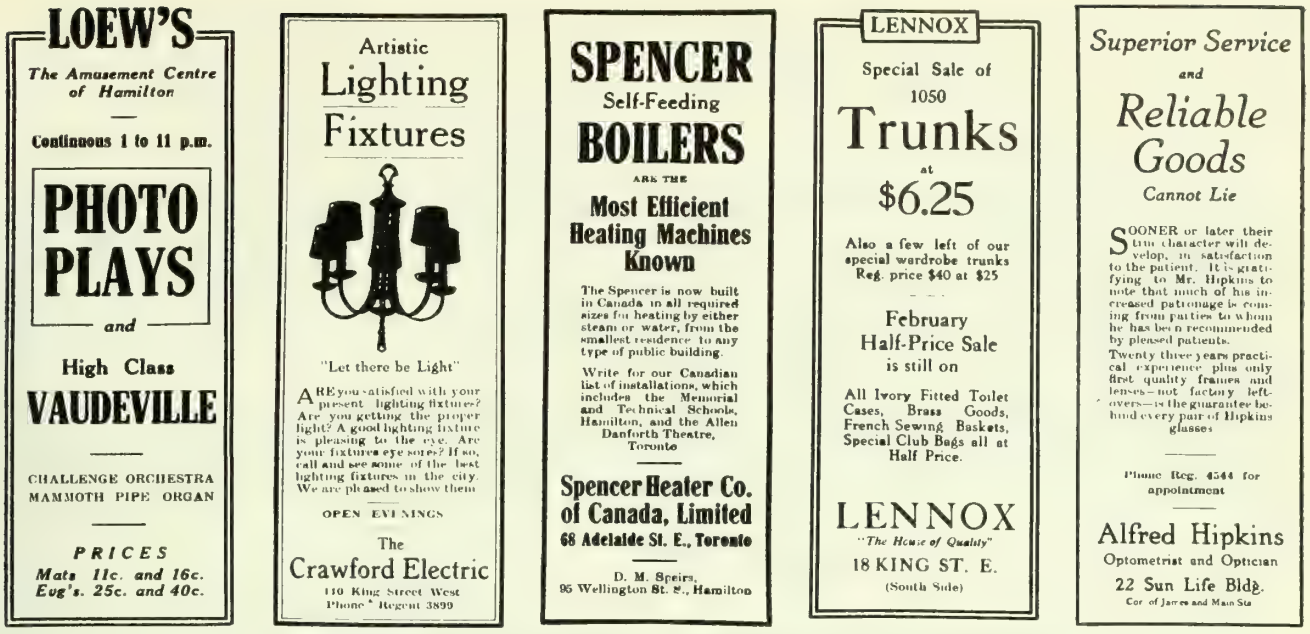






First: GORDON HUNTER Second: FRED OBERMEYER Third: SOL BROWN Fourth: EDWARD MELLANBY

Four grand-prizes were offered in the Advertisement Contest of the Hamilton Technical School. Here are the winners.



Other Well-Displayed Advertisements Entered in the Hamilton Technical School Contest

Department, Fred Atkinson, and his assistant, Matthew Smith, shine in the reflected glory of their pupils, but they were honored by special mention as the men whose training was responsible for the good showing made by the boys.

School Trustee J. J. Hunt officiated as chairman. He spoke in eulogistic terms of Mr. Atkinson's work at the Tech. and its results. Trustee Walder Parke, ex-chairman of the Board of Education, and Trustee Julius Williams, on the Technical Committee of the Board of Education, presented the prizes.

Mr. Westaway, one of the judges of the competition, spoke briefly to the competitors, aptly illustrating his talk with anecdotes. He said that advertising, particularly newspaper advertising, was practically the same idea as the old Chinese custom of sending a scout out to find a wife for one's son. In an ad. it mattered not so much what was said as how it was said. The compositor was or should be an artist.

"You used good horse-sense, a very necessary attribute of a successful printer or advertiser, in the handling of the copy placed in your hands," declared Mr. Westaway.

Some High Praise

Addressing the boys, Mr. Stewart, another judge, remarked: "Seldom, if ever, have I had such interesting work as judging this competition, so I wanted to meet the boys capable of such good work. I never saw anything set by the printers of Hamilton equal to your work, and much of it is not as good. I think I'll have to take my work to the Tech. after this.

"A lot of advertisers don't know how to write copy. It is up to you as printers to use your judgment in making an ad. do what it is intended for—sell itself. You can use more latitude with advertisers that way than is generally thought.

"I want to compliment you most highly on your splendid work."

Analyzes the Ads.

The four grand-prize-winning advertisements were thrown on a screen. Analyzing them to show on what points they were adjudged best. Trustee Williams drew attention to the fact that in the different ads. type appropriate to the subject matter was used.

"You and your instructors are to be congratulated on the amount of good judgment shown in setting these ads. You used your heads," commented Mr. Williams.

The local Typographical Union was represented by President Spaulding, who adjured the boys to acquire technical, as well as mechanical knowledge of printing, in order that they might set ads. and correct advertising copy intelligently. The union, he observed, was endeavoring to make better printers and imbue them with the idea that in order to get better conditions they must give something—good work—in order that their employers might obtain "an equitable margin of profit." He, too, lauded the boys' work.

The generous cash prizes given to the 36 contestants were donated by the following: Herald Printing Company, Spectator Publishing Company, Hamilton Typographical Union, W. E. Stone Company, Hamilton Typesetting Company, Moore Printery, Seagers' Press, Times Job Print, Griffin &



GORDON HUNTER
First-prize Winner Ad-Setting Contest, Hamilton Technical School.

Richmond, Isbister Press, Wilkes Press, Gardner Press, Heath & Fairclough, Davis Printing Company, Kidner Press, Duncan Printing Company and Hughes & Wilkins.

The following are the students who took part in the contest: Russell Wray; John Cooper; Vincent Smith; Sol. Brown; Gilbert Walsh; Fred Obermeyer; Harold Herrington; Robert Hawes; James Denew; Charles Reynolds; Gordon Stanton; Lorne Buscher; Joe Scurr; Leslie Pond; Tom McCabe; Tom Pinn; George Bailey; John Hay; Gordon Hunter; Matthew Bryson; Stanley

Sharp; James Garrison; Albert Springstead; Gordon Hindman; Frank Gregory; Charles McBride; William Smart; John Kelly; Frank Icely; George Walsh; Russell Wilkes; Edward Mellanby; Ernie Williams; H. Patterson; F. C. Walmsley; Albert Stroud.

How the Winning Ad. Was Set

Printer and Publisher asked Gordon Hunter to explain the method he adopted in setting his prize-winning advertisement. His reply follows:

"In setting the Arbor Florists ad, I first read it over and then took a pencil and piece of paper and made a lay-out. I remembered the advice that was given me as to tone harmony, so chose the type and border to match. Flowers, being dainty and beautiful things, I thought that the type and borders that would best express those ideas would be light and not heavy black type and so chose a Chippendale series of type. The chief trouble was where to place the slogan, "Say it with flowers," so that it would not interfere with the heading. I always make a pencil lay-out of a job before going on with it as I find it helps me and gives me a fair idea how the job is going to look when finished."

Instructor Atkinson Explains the Contest

A communication from Mr. F. H. Atkinson to *Printer and Publisher* imparts interesting information about the Advertisement Contest held at Hamilton Technical School. Mr. Atkinson is the instructor of the printing department. His communication follows:

"In compliance with your request for information as to the age, experience and place of business of the boys who took part in the Ad Setting Competition will try to give you as much data as possible.

"The ages of the boys ran all the way from sixteen to twenty-one years of age.

"The judges' decision for first place was Gordon Hunter, who at the time of the contest, was a full time student at the school. Hunter has put in about six months in a regular shop and, since the competition, has secured a position with the progressive firm of Hughes and Wilkins, job printers. The second choice was F. Obermeyer, a nephew of Henry Obermeyer, late superintendent of the Herald Printing Company and a son of Philip Obermeyer, a well-known printer of Hamilton. This boy has had about four and one-half years at the trade and at the present, is a full time pupil at the school.

"The third contestant is Sol. Brown, an apprentice who served some time at his trade in London, England, and who is also a full time pupil at the school.

"The fourth contestant is Charles Mallanby, who is a part time pupil in the school and who learned the case in the school. He has had about one year at the trade and is employed at the Spectator Printing Company.

"About fourteen of the contestants are full time students and the balance part time students employed in the various job and news shops.

"The prizes were donated by practically all the shops in the city and the Typographical Union. The first prize was $8.00, the second, $6,00, the third, $5.00, the fourth, $4.00, and the remaining contestants received one dollar each.

"The copy was placed face down so that there was no discrimination as to what copy a boy should get. Each boy was required to make a pencil lay-out before he set his ad, in fact, this contest was an examination of what they had been taught during the winter term.

"They were told to watch the three cardinal principles, 'What is it?' 'When is it?' and 'Where is it?'; also the three underlying principles, black, gray and white. Black, the display; gray, the body matter; white the background and the grouping, massing and the tone harmony. In the matter of display, they have been taught that 'all display is no display' with the added advice that 'all display makes no contrast.'

"In the third ad, there is a border used that, in my opinion, should not be used unless in a whole page ad. The eye is confused by the various dots of black and gray and the attention is drawn from the text or reading matter and the message of the ad. is not delivered without some adverse influence being received.

"Most of the ads have been set up (having regard to the business advertised, that is, if type and border can express certain lines of business), very well and if you look them over, you will see that borders and type have been chosen with regard to the business they advertise.

"These ads being paid ads, the students had no control over the reading matter and so had to 'follow copy' but there was one ad. that carried a 'blind heading' and that was the Hipkens ad. which read 'Superior Goods' which might well apply to any kind of goods or merchandise. A heading for this ad. such as 'Improved Eyesight' would be much more catchy and appropriate and would bring better results. It is just such headings that destroy the value of an ad. and so discourage the advertiser.

"The part time apprentice agreement between the Master Printers' Guild and the Publishers' Association and the Union was that their boys were to attend the school two half-days a month (with pay) and at least, eight nights per month."

Toronto Has New Engraving Firm

A new firm of engravers has commenced business at 12 Queen Street, East, Toronto, bearing the name, Canadian Engravers Limited. The equipment of the new firm is said to be entirely new, and modern in every respect. Designing, retouching, photographing and engraving in all its branches is included in the work the new firm is prepared to handle.

The destinies of the company will be in the hands of Mr. F. J. Grant, president and general manager, who has had many years' general experience in the engraving business. Mr. Grant was with the .Phoenix Engraving Co. for five years. His right-hand man in the new company is G. A. Jarvis, secretary-treasurer.

Convention of Rolland Paper Company Staff

The annual convention of the sales and executive staff of the Rolland Paper Co. of Montreal, including the staff from Toronto, Montreal and Quebec, is taking place on March 10 and 11 under the supervision of Mr. Peter Rolland, vice-president.

The convention will consist largely of an educational tour of the mills of the Company and addresses to the staff from the men who make the paper. Amongst those who will give addresses are Mr. Jean Rolland, general manager of the mill; Mr. Henri Rolland of the St. Jerome mill and Mr. Oliver Rolland, manager of the Mont Rolland mill. The convention will spend March 10th at the Mont Rolland mill and the 11th at the St. Jerome mill and will wind up with a dinner that night at the latter place.

Lord Atholstan Provides 1,000 Free Meals Daily

For more than two months past, a relief station, established and supported by Lord Atholstan, president of The Montreal Star, has provided more than 1,000 free meals daily to the unemployed poor of this city. No tickets of admission are required, no questions asked and no limit is placed on the quantity of food consumed. In addition to the jobless men more than 200 destitute families (women and children) are being served with meals for consumption in their own homes. The original appropriation for 50,000 meals has been doubled and the work of relief is still going on.

From Sheffield, England

Bernard Lockhart, manager for the overseas trade department of Stephenson, Blake & Co., Sheffield, England, was a visitor in Toronto last month. Mr. Lockhart came to Canada expressly to reorganize the Canada branch of the firm at Toronto, and to study the requirements of the Canadian trade. He expressed himself in optimistic terms respecting Canada's future and looks forward to a steady growth of the Canadian branch of the firm when business conditions improve.

Good Work By Edmonton Apprentices

Business Cards Submitted For Review—Set-up by P. Burness Adjudged Best

THE Edmonton Typographical Union Recording Secretary, Mr. W. J. Tiplin, has requested PRINTER AND PUBLISHER to review the typography of four business cards composed by apprentices of the Edmonton Union.

Each card contains the same wording, and they would appear to represent the results of a contest in typography, but no definite information to this effect has been given.

Assuming the cards to represent a contest they have been carefully considered and are herewith placed in order of merit as seen from our point of view.

1.—By P. Burness, fifth-year apprentice. The address is set a trifle too large but irrespective of this we can find very little room for improvement of this arrangement. It might however have been set up in the following manner to better advantage: by setting the words "second-hand Instruments for Sale" in italics and in a size larger, then arranging "Phone 1004" to the left in the line below, and then replacing address all together to the right.

2.—By H. M. Callander, second-year apprentice. We would be inclined to give this set-up first place but for the panel work. The panels are predominant and interfere considerably with the legibility of the wording confined within them. The type minus the panels would add to neatness of the general arrangement, though it must be admitted a certain amount of distinction in character would be lost—still we would prefer the elimination of the panels. Profusive paneling should not be encouraged unless the compositor is quite certain of the necessity of employing them; for they add much to the cost of typesetting through the great amount of time usually consumed in putting them together. In this instance the panels probably consumed as much time in setting as all the rest of the job, including the type within the panels.

3.—By B. P. Knowles, a third-year apprentice. If art exercised no influence in advertising this might be adjudged a better display of the facts than the first two, for it tells what is to be told in plainer and more forceful style. Assuming that art is of importance the type used is too large to appear neat on a card of this size. A set-up in the following fashion would have entitled this card to be classed as equal in merit to first: the first group in smaller type extending in one line to the full measure; the words "Bridges Fitted – Bows Repaired" set in the type now used, or italics of the same face, and placed in the centre of the second line; then the words "All Work Guaranteed" placed in the third line, grouped with the second line ad in the same size and style of type; the largest display line should then be placed slightly higher; the rest of the job could stand with exception of the dash which could be eliminated to good advantage.

4.—By Sam Palmer, first-year apprentice. The most forceful set-up of the four jobs and subject to the same criticism as number 3, but not quite so neat. "John J. Thomson, G. G. C. V." in this case has been given secondary display; in the others the name has been treated as being of first importance. If it so happens that John J. Thompson is more of violin repairer than he is a violinist, and if the students were supposed to possess knowledge of the fact, apprentice Palmer has demonstrated good judgment in giving greatest prominence to the first two lines.

The appearance of the card would be greatly enhanced with two-point rule border omitted. This border gives the job a certain severeness of appearance, which is not particularly pleasing to the eye. A double one-point border would have been better. Parallel rule borders have been found in the majority of cases to be preferrable to single rule borders. Single rule of appropriate weight may be used to good advantage when a wide margin of white space exists between type and border.

There is a great diversity of opinion regarding the use of borders. Some high-class typographers produce their best work without their use. They entertain the belief that type serves its purpose best when unornamented. Other good typographers depend upon borders and the judicious employment of ornamentation to an unlimited extent. An apprentice will usually find more difficulty in setting up a pleasing job without embellishment of any kind. For just this reason jobs of this kind are better suited for practicework—the science of typography is more quickly appreciated.

EXPERT VIOLIN REPAIRING AND ADJUSTING

BRIDGES FITTED—BOWS REPAIRED
ALL WORK GUARANTEED

JOHN J. THOMPSON, G.G.C.V.
(Violinist)

Second-hand Instruments for Sale Phone 1004

10638 102nd Street Edmonton

First P. Burness

EXPERT VIOLIN REPAIRING AND ADJUSTING

BRIDGES FITTED BOWS REPAIRED

JOHN J. THOMPSON, G.G.C.V
VIOLINIST

PHONE 1004 10638 · 102ND ST

EDMONTON

SECONDHAND INSTRUMENTS FOR SALE

ALL WORK GUARANTEED

Second—H. M. Callander

EXPERT VIOLIN REPAIRING AND ADJUSTING

Bridges Fitted—Bows Repaired. All Work Guaranteed.

JOHN J. THOMPSON, G.G.V.A.
VIOLINIST

Secondhand Instruments for Sale

Phone 1004 Edmonton 10638 102nd St.

Third—B. P. Knowles

EXPERT VIOLIN REPAIRING AND ADJUSTING

Bridges Fitted—Bows Repaired—All Work Guaranteed.

JOHN J. THOMSON, G.G.C.V.,
Violinist

Secondhand Instruments for Sale

Phone 1050 10638 102nd St.
Edmonton.

Fourth Sam Palmer

Business cards set by Edmonton Typographical Union Apprentices, reduced in size- originals were 6" x 3".

Proof of Craftsmen's Enthusiasm

Large Attendance At Toronto Meeting In Spite of Rough Weather and Attendant Difficulties—Candle Light Used

IF ANY further evidence is needed to show the keen interest taken by the members of the Toronto Club of Printing House Craftsmen in the monthly meeting of the club, take note of the attendance at the last meeting and the weather conditions prevailing at the time.

February 22nd was the date of the meeting, a day in which the city of Toronto experienced the worst kind of a storm—half rain, half snow, a stiff breeze, and finally a freeze-up. That is not all! The street railway system was demoralized through lack of power and nearly all the lights in the business section of the city were out for the same reason, and, still worse, lights of the Royal Bank Building, the place of meeting, were among those to be extinguished. To add to this discomfiture the elevators of the building were out of commission. This meant a twenty-storey climb for the valiant Craftsmen who braved the elements, but they were not to be daunted in their resolve to see the meeting through. After a hard struggle they negotiated the "Royal Heights" and when roll was called some sixty-five members were found to be in attendance, a remarkable turnout all things being considered. In the neighborhood of one hundred Craftsmen would probably have been present but for the storm.

But how could a meeting at night be held without lights, one may ask? This problem was solved by the use of candles. Candles were of course deficient, but they served their purpose.

The main feature of the evening's program was an illustrated address on engravings by Mr. Walter Perry, superintendent of the Grip Engraving Company, but owing to lack of light which was necessary to screen the illustrations, this part of the program had to be dispensed with. Mr. Perry's address, however, will be given at a future meeting of the club.

The Royal Electrotype Co., Philadelphia, sent an Electrotype Exhibit to the club, showing the process in making lead moulded nickel-steel -faced electros and when put up for examination at the meeting it proved of great interest to the members. The exhibit was in the form of a case about 18 inches by 12 inches, containing samples of the various stages of making the plates. The first stage of the process is seen in the sample of plain moulding lead. The second stage shows the mould in sheet lead after a pressure of 2,000 tons in contact with the copper original. The third stage shows the nickel deposited on the face of the mould after being immersed in a nickel solution in which the nickel is allowed to accumulate to a thickness of .003 of an inch. The final stage of the process shows the same mould after being placed in copper tub, where copper is deposited on back of nickel until the shell obtains a thickness of .008 of an inch. This exhibit proved exceptionally interesting because it represented an advanced method of electrotyping not generally understood.

A communication was read from the President of the International Association of Printing House Craftsmen stating that all clubs had been divided into districts and that the Toronto club had been put in a district with Buffalo and Rochester, the district representative being Mr. Harvey H. Weber, of Baker, Jones, Haussauer, Inc., Buffalo, N. Y.

An important resolution respecting the marking Act was passed by the meeting. The club wants all imported printed matter entering Canada to be marked with the name of the maker, and the following resolution to that effect was read and adopted.

"The Toronto Club of Printing House Craftsmen, composed of Superintendents, Executives, and Foremen of Printing Houses, together with associate members of all trades allied with the printing industry, in meeting assembled, unanimously passed the following resolution to be forwarded to Members of the Cabinet at Ottawa.

"Whereas this Club has learned of the Order-In-Council passed suspending the operation of the Marking Act of Canada, and recognizing the fact that no extra expense would be incurred and no difficulty experienced in having the mark of origin appear on all printed matter entering Canada,

"Whereas over $12,000,000 worth of printing entered Canada in 1921 for different purposes for use by Canadians, and believing that had the mark of origin been demanded on this import, a large portion of this printed matter would have been manufactured in Canada, resulting in many thousands of dollars in wages being paid to Canadian workmen,

"Therefore be it resolved that this Club petition the Members of the Cabinet at Ottawa to use every means to have the Marking Act (at least so far as it applies to printed matter entering Canada is concerned) put into operation at the earliest opportunity at the next session of Parliament."

A Message From President Goodheart

A LETTER replete with optimism from the President of the International Association of Printing House Craftsmen was received by Secretary Saunders of the Toronto club. The letter, which was read at the last meeting of the club, gives information respecting the formation of districts and organizations and the grouping of Toronto with Buffalo and Rochester. The letter follows:

Fellow Craftsmen: With the new calendar year, the International Association of Printing House Craftsmen is, I confidently hope, entering on an era of growing influence and usefulness.

In this, my first official communication of 1922, I wish first of all to convey to the Toronto Club, my sincere hope that it will as the present year grows older find itself playing an active part in promoting the objects for which it is formed. To do so means that each member must strive to increase his own knowledge and experience, and then see that his brother members are given an opportunity to share in these.

"Mutuality" of purpose is the principle on which our Association is founded. From that principle has grown our motto: "Share Your Knowledge."

Appreciating as I do that contact with the International body is highly desirable for each club, and realizing as I have that this is growing ever more difficult with the increase in the number of clubs with their wide geographical separation, I have devised a plan which I am convinced will help materially in achieving the desired result.

I have felt that if the country were divided into districts, a District Representative of the International body might effectively serve as a link between the clubs in this district and the International Association. Such an officer would serve as the direct representative in his district of the President of the Association. He would be able to keep in close touch with each local club, and could do much toward assisting in unifying the aims of the several clubs, and in offering advice and assistance where these are needed.

Accordingly I have settled on a plan whereby each one of the existing clubs is placed in one or another of ten districts. The district in which under this arrangement the Toronto Club finds itself is the Seventh District, and it embraces the following:

BUFFALO CLUB, ROCHESTER CLUB, TORONTO CLUB.

For the current year, Mr. *Harvey H. Weber, c-o Baker, Jones, Haussauer, Inc., Buffalo, N. Y.* has been appointed to serve as the District Representative of your district, and he will actively carry out the ideas I have outlined above. By personal visits from time to time, he will endeavor to cultivate a close personal acquaintance with the membership, and on the other hand, to keep in close touch with the International Association.

I exhort each club and every individual member to give him the same support and encouragement that would be given to the President and the other officers of the International Association. Moreover, I call on each club to avail itself of the assistance of its District Representative, and to co-operate with him at all times in promoting the uniformity of purpose and the enthusiasm that have characterized our organization from the start.

We have attained a signally honorable position in the printing trade. Let us maintain the purposes for which we exist—and by co-operation achieve still greater heights of usefulness to the individual member.

William R. Goodheart, President.

Form a Craftsmen Club In Your City

Fellow Craftsmen of Canada:

Have you ever considered the advantages to be derived from an association of printing-house executives and foremen, which encourages the interchange of experience, and whose object is the unselfish development of the individual, in place of selfish exclusiveness?

Through the medium of local clubs, the International Association of Printing House Craftsmen is endeavoring to disseminate throughout the trade a spirit of mutual helpfulness, and to bring together the active men in each firm in a given city, where individual knowledge may become mutual, and where reserve and suspicion will give place to a generous and mutually helpful intercommunication of ideas.

The printing house executives of Canada should be peculiarly interested in this organization inasmuch as the first societies of this character were formed in England under the name of the Overseer's and Manager's Association.

The executives who are eligible to become members comprise superintendents, managers, foremen, assistant foremen of the printing and allied industries.

The Association is independent of any labor or employers' organization and has the approval of both for the good work which it is performing.

The steadily increasing number of clubs that are being formed under the auspices of the International Association and the continually growing membership within the clubs is the best proof of the recognized value of such local organizations.

The International Association, through its secretary, 33 White Ave., Baltimore, Md., will furnish the necessary information and all assistance possible to those who will interest themselves in the formation of a club in any Canadian city.

Yours for the good of the trade,

L. M. AUGUSTINE

Secretary, International Association
of Printing House Craftsmen

The Canadian
Printer & Publisher

Published on the Twelfth of Each Month.

H. A. NICHOLSON - - - - - - - Editor.
H. D. TRESIDDER - - - Business Manager.

SUBSCRIPTION PRICE—Canada, Great Britain, South Africa and the West Indies, $3 a year; United States, $3.50 a year; other countries, $4 a year. Single copies, 30 cents. Invariably in advance.

PUBLISHED BY

THE MACLEAN PUBLISHING CO.

Established 1887 Limited

JOHN BAYNE MACLEAN - - - President.
H. T. HUNTER - - - - - Vice-President.
H. V. TYRRELL - - - - General Manager.

Head Office, 143-153 University Avenue - TORONTO, CANADA
Cable Address Macpubco, Toronto; Atabek, London, Eng.

Also at Montreal, Winnipeg, Vancouver, New York, Chicago, Boston, Cleveland, London, England.

Member of the A.B.C. Associated Business Papers and Can. Nat. Newspapers and Periodicals Association

Vol. 31 TORONTO, MARCH, 1922 No. 3

The Marking Act and Printing

BY THE Customs Tariff Amendment Act, 1921, the Customs Tariff, 1907, was amended by the insertion of a section which provided, in part, that:

"All goods imported into Canada, which are capable of being marked, stamped, branded or labelled, without injury, shall be marked, stamped, branded or labelled in legible English or French words, in a conspicuous place that shall not be covered or obscured by any subsequent attachments or arrangements, so as to indicate the country of origin. Said marking, stamping, branding or labelling, shall be as nearly indelible and permanent as the nature of the goods will permit."

Shortly after the Act became operative it was discovered that the difficulties of complying with the regulations were so great that in many cases it caused serious embarrassment, expense and confusion. In some instances goods were liable to be injured by the marking; in others it was practically impossible to have them marked.

As a result of the agitation against the inconvenience involved the regulation was suspended.

The Marking Act, however, embraces some commendable features and should not be allowed to entirely perish. Consider for instance printed and lithographed products.

A careful investigator vouches for the fact that in the last fiscal year letterpress and lithograph printing to the extent of $13,423,756 was imported into Canada, the bulk of it, of course, came from the United States.

Would the Marking Act have a tendency to curtail the amount of foreign printed and lithographed matter for Canadian consumption? It is reasonable to suppose it would. Those who have investigated the matter thoroughly aver that the amount would probably be cut in two, which would mean in all probability that well nigh unto $6,000,000 worth more business would accrue to the advantage of Canadian printing and lithographing firms.

During the short period the Marking Act was in force Canadian printing houses claim to have experienced the efficacy of proclaiming the country of origin in respect to catalogs, booklets, folders, labels, circulars, show cards, posters, stationery and other articles coming under the head of printing and lithographing. Canadians have a right to know where these things are made—whether they are the products of firms of the United States, Germany, Japan, or any other country. To stamp goods "Made in Canada" or to have them marked showing the country of origin gives such goods the protection that arises from preference. Canadians would prefer many articles representative of Canadian labor if they but possessed the knowledge that would serve to guide their choice.

It would be worth while to have "Made in Canada" on printed or lithographed articles produced here, and "Made in Germany" or "Made in Japan" or "Made in United States" on the imported article.

Practically nothing can be advanced against the practice—but much can be said in support of it, and it behooves every one of the printers and publishers of Canada to carefully consider the Marking Act, so far as printing is concerned. If convinced of its benefits they will naturally wish for favorable legislation in the matter. The one effective way the Government may fully learn of these desires and the one effective way the Government may hope to gauge the interest taken by Canadian printers and publishers in printed matter showing the country of origin is for Canadian printers and publishers to express themselves.

District No. 16 of the United Typothetae of America during a meeting at Ottawa in January passed a resolution expressing their disappointment in the suspension of the Marking Act, in so far as printed matter is concerned.

The Toronto Club of Printing House Craftsmen have expressed their desire for the Act in a strongly worded resolution. The Toronto Club of Printing House Craftsmen is composed of superintendents, executives and foremen of printing houses, together with associate members of all trades allied with the printing industry.

The Typographical Union too has spoken in a like manner, and editorials in several of Canada's leading daily newspapers treat the Act favorably.

In view of the widespread appeal by the printing and publishing industry of the country the Government at Ottawa should give the matter the consideration it deserves and with as little delay as possible.

Rigid marking laws are in force in the United States. These laws are strictly enforced when printed or lithographed matter from Canada is exported to that country. Why should Canada be put to this disadvantage?

But the United States is not the only country to be taken into consideration. What of the dumping into Canada of cut-rate Japanese and German printed products?

Printing For Nothing

European printers are up in arms on the subject of the cap turing of their trade by German printing houses, favored by the depreciated exchange.

"Your printing for nothing" is the attractive heading of advertisements now appearing in the Dutch press, and these advertisements state the plain, bald truth—you can get your printing done in Germany for nothing, while at the same time the German printer makes a reasonable profit on the transac tion! It is all due to the cheap mark.

For printed matter the postal rate in Holland is 2 cents. The German printers will for the same amount print your circular, put it is an envelope, write the address, put on the stamp—a German stamp—and post it for you to be delivered to your customer in Holland! You consequently get not only your printing free, but your envelope and the addressing.

The Japanese are soliciting orders for printing in Canada now—and are quoting prices considerably lower than Canadian firms can possibly meet. What is there to prevent German printing houses from doing likewise? The Marking Act would not act as a preventative but it would have a most desirable effect.

One Born Every Day

There is a lot of sense in the message by John H. Patterson, head of the National Cash Register Company, to his employees on the occasion of his seventy-seventh birthday. It was as follows:

"Keep young by associating with young things. The newspapers are youngest—born every day."

There's a real idea for the man who is passing over the middle point of life—and incidentally a wonderful advertisement for the newspapers.

Imagine two customers each having enough work to keep one printer going. They have two printers bid against each other until they get estimates which do not allow a fair profit. Then each printer gets a share of the work and both are losers. Is there any sense in that? Supposing they insisted on a satisfactory price, what would happen? They might get it.

Get What You Go After

Third Installment of Article, "How to Get News"

By JOHN R. BONE, M. A.
Managing Editor, Toronto Daily Star

Pointers Relative To Interviews

In the case of all interviews it is of great importance that the reporter shall have defined in his own mind, at least the preliminary questions, he is going to ask the person to be interviewed. When it comes to interviewing an important personage, perhaps a visitor, the reporter will run the risk of missing a great opportunity, if he blunders into the interview without having carefully considered just what questions he is going to ask. He should first familiarize himself with the career and achievements of the person he is about to meet. Then select the topics on which the visitor has special knowledge, and in which local readers have a special interest. With this groundwork as a basis he can easily frame a few suggestions and stimulating questions.

The reporter's obvious preparation will not frighten the person to be interviewed, if he is a really great personage. On the contrary he will be apt to treat the occasion more seriously and the reporter, through preparation, may get a really important interview, where otherwise he might have been put off with mere chaff.

Sometimes a reporter will get an assignment where there is nothing more than a mere tip. No one knows exactly what is behind the tip or what nature of story will develop from it. Again the reporter may be in possession of certain facts, but has not the key fact and does not know what it is. In all such cases he must just feel his way along, trusting to his resource and nimble mindedness to help him discover what the hidden treasure is, and to get it when he has discovered it.

There is a formula which cannot be too earnestly impressed on every beginner in news gathering and that is, get what you go after. There is nothing more discouraging to a city editor, when he has handed a promising piece of information, or a promising assignment to a reporter, and has told him to go out and get the story, than to get a report that there is nothing in the tip, or that he has been unable to get the information. Sometimes of course there may be actually nothing in the story, but if the city editor gets many such reports from an individual reporter, he will very quickly check him up, by putting some one else on one of these assignments, and if he discovers that a story was available even if it did not follow the lines originally intended, where the reporter on trial failed to get anything, there is likely to be an immediate heart to heart talk which, if not effective, will be followed by a vacancy in the staff.

There is perhaps nothing more exasperating on a news gathering staff than a reporter who continually smothers stories. Such a one has assuredly missed his calling in life.

Always Assume a Welcome Attitude

A reporter in approaching almost any person for information, or for an interview of any kind, should assume that he will be welcome, at least until he finds out otherwise. The assumption is a fair one. The reporter is a presentable, genial, personally likeable, human being, and it is not human nature to repulse or rebuff any approach from such a person. But apart altogether from his own personality, the reporter is the representative of a newspaper, and as newspapers are generally regarded as public institutions, with a well defined function to perform, and as they are generally favorably regarded by the community, there are not many persons who are likely to refuse an audience to a newspaper representative. As a fact, the name of any reputable newspaper will open any day almost any door, from the Prime Minister's, to that of the lowliest shack in the country. After the door is opened, and the reporter gets his audience, it is up to him to get the information he wants. If a reporter does find a person seemingly unwilling to give information, or openly hostile, it will be necessary for him to fall back on the tactics of a cross examining lawyer, but there will be this great difference, that the lawyer has the authority of the court to compel his witness to answer, whereas the reporter will have no such authority. Whole text books have been written to inform lawyers how to handle hostile witnesses, so it is obvious that no brief formula can be given a reporter as to how he can get what he wants from a hostile subject. Here again he will have to depend on his own resourcefulness and quick wittedness.

How Edward Bok Rose To Fame

A series of incidents which illustrate a correct method of approach, and illustrate also the fact that the greatest persons in the world, are pretty sure to welcome any legitimate seeker after information, is given by Edward Bok in his recently published autobiography. Bok as you know was until recently for many years editor of the Ladies Home Journal, and in some respects was one of the great modern editors. His earliest activities displayed the qualities of alertness and active interest in human affairs which subsequently made him a great editor. Bok was a Dutch boy who emigrated with his family which had seen better days in a penniless condition. He was obliged to leave school at the age of 13 and being greatly worried at the handicap that would be placed upon him by his lack of education, decided upon a self education, the chief feature of which was a study of all the biography he could lay his hand on. His reasoning was that if learned how other men succeeded, it would help him to succeed. In the course of his study of biography he came upon Garfield, at that time a popular Presidential candidate. Young Bok, aged 13, thought it was a queer thing that Garfield should once have worked as a boy on a canal tow path, so he wrote to Garfield to ask him if it was true. In reply he got an exceedingly friendly letter explaining the whole circumstances. The boy knew something of the value of autographs and he recognized he had in this letter not merely Mr. Garfield's autograph but an exceedingly interesting letter, and so he proceeded to write to other great men of the time, in fact he wrote to all of them that occurred to him as being worth while, or were within reach. The point is that he couched his letters in such form that in nearly every instance he succeeded. General Grant not only wrote him a letter but sketched for him a map showing where Lee had surrendered. Longfellow told him how he came to write "Excelsior," Whittier told the story of the "Barefoot Boy," Tennyson wrote out a couple of the stanzas of "The Brook" which he presented on condition that the boy would not again use the word "awful." The Confederate general, J. A. Early, in his letter gave him the reasons why he had burned Chambersburg, It happened that this was one of the mysteries of the Civil War and that this 13 year old boy had secured a piece of unpublished history which had baffled many investigators. This letter he sold to a newspaper which led to the discovery by other newspapers of his exceedingly interesting collection of letters, and he was written up by such newspapers as the New York Tribune, Boston Globe, Brooklyn Eagle, Philadelphia Public Ledger. George W. Childs, the Philadelphia millionaire who was himself an autograph collector sent for him and expressed his envy.

Young Bok Dines With the Grants

Next, this 13 year old boy conceived the idea of calling on the prominent personages, who had sent him letters, as they happened to visit New York. His only excuse was to thank them in person for their kindness in writing to him. The result was that he established friendly relationships with such men as Garfield, Grant, Sherman and Mr. Hayes, the President. General and Mrs. Grant took him with them to dinner, his first dinner in a hotel, and to them he had the pleasure of reading a letter he had received from Sherman in which Sherman, though the author of the known definition of war, declined to subscribe to the sentiment the boy had put to him that "the pen is mightier than the sword." On one day this boy had the privilege of interviews with General and Mrs. Grant, with Mrs. Lincoln, widow of the assasinated President and with Jefferson Davis, the former Confederate President.

He used his first holiday to make a pilgrimage to Boston for

the purpose of calling upon the great celebrities at that time living in Concord. His first call was upon Oliver Wendell Holmes, who accorded him the privilege of having *breakfast* with the autocrat of the breakfast table. Holmes gave him a letter to Longfellow who took him to dinner, then to the theatre and introduced him to Wendell Philips. Wendell Philips passed him on to the great Dr. Philips Brooks, who introduced him to Louisa Alcott, and she in turn took him to call on Emerson in spite of the fact that the latter was suffering from his final illness.

The story of these adventures of this boy of 13 is an interesting news story even now, fifty years later, and illustrates what initiative and a fresh point of view can accomplish in the way of uncovering news.

Two Sides To a Controversy

There is one other rule of news gathering which even in a preliminary examination of the subject ought to be emphasized. We have seen that nearly all matters of controversy become news subjects, and we have seen also that there are a great number of matters of controversy in the world as it is constituted. The rule which should be emphasized is, that when a reporter has secured a fact or set of facts, which are controversial he must also get the other side. There are two sides to every controversy, and under no circumstances is it the best journalism for a newspaper to publish one side of a controversy without the other. The temptation to do so may often be very strong, as the necessary delay may involve delaying publication of what seems an interesting article for a day or even longer, but to publish one side without a statement from the other side, may put a different complexion entirely on the circumstances, is generally unfair, may often be dangerous, and is never good journalism.

Getting the News Is Getting the Facts

What I have tried to do here is to give a very brief outline of the ordinary newspaper's news gathering machinery, supplemented by a few suggestions respecting the methods the news gatherer must adopt to get the news. The thought I would like to emphasize is that getting the news is getting the facts, getting all the facts, that can have any possible bearing on the point at issue. To do this requires resourcefulness, initiative, often imagination, knowledge of human nature, and an infinite amount of patience, persistence and sticktoitiveness. Once a reporter has learned to get his facts he has won more than half his battle. What remains is for him to learn how to write his article, and while this is the part of his function which will eventually give his work distinction, and the performance of which will largely determine whether he will be a great journalist, it has always seemed to me to be easier to learn to write moderately well than it is to learn how to get the facts to write.

A Clever Retaliation

Many efficacious remedies have been invented by job printers to cure the over-abundance of nerve occasionally exhibited by seekers of cheap printing. One has just been brought to the notice of Printer and Publisher which might well be regarded as a masterpiece. It is imported from the Southern States, and concerns Charles Harris, a job printer of Fort Worth, Texas, and a local physician.

Harris became slightly peeved over a letter received from the physician in question, who wanted bids on several thousand letterheads, different sizes, different grades and different colors, and wanted the printing form held standing. So, he took his typewriter in hand and wrote:

"Am in the market for bids on one operation for appendicitis. One two or five-inch incision—with or without ether—also with or without nurse. If appendix is found to be sound, want quotations to include putting same back and cancelling order. If removed, successful bidder is expected to hold incision open for about sixty days, as I expect to be in the market for an operation for gallstones at that time and want to save the extra cost of cutting."

Verily, the Texan displays the cleverness of a Portia.

Library of Advertising Established by C. P. A.

A collection of books dealing with advertising has been established in the public libraries in thirteen cities in Canada by the Canadian Press Association. The section is known as "The Anson McKim Memorial Section on Advertising Topics" and will perpetuate the memory of the late Mr. Anson McKim, who was the founder in Canada of the business of specialized service to advertisers, and who, during his lifetime, did a very great deal to promote public and private business through advertising. The books will be helpful to a wide constituency from coast to coast, particularly to young men desirous of improving their knowledge of advertising methods and practice.

The libraries in which the section has been established are at Charlottetown, Halifax, St.John, Montreal, London, Ottawa, Toronto, Winnipeg, Regina, Edmonton, Calgary, Vancouver, and Victoria.

Fourteen books form the nucleus of the section which will be added to from time to time by the interest on the invested fund. The fund for the establishment of the Section was raised by Voluntary subscriptions from Canadian publishers.

The nucleus consists of the following books:

"Advertising, Its Principles and Practice," by Harry Tipper, H. L. Hollingsworth, Geo. B. Hotchkiss and Frank Alva Parsons.
"Advertising as a Business Force," by Paul Terry Cherrington.
"The Business of Advertising," by Ernest Elmo Calkins.
"The Typography of Advertisements that Pay," by G. P. Farrar.
"Newspaper Advertising," by G. H. E. Hawkins.
"Making More Out of Advertising," by Wheeler Sammon.
"Scientific Distribution," by C. H. Higham.
"Scientific Selling and Advertising," by Arthur Dunne.
"Dawson Black, Retail Merchant," by Harold Whitehead.
"Practical Publicity," by Truman de Weese.
"Writing an Advertisement," by S. Rowland Hall.
"Volume 600 of International Library of Technology.'
"Volume 610 of International Library of Technology.'
"Volume 1020 of International Library of Technology.'

Who Pays For Supervision?

One of the big factors in cost of production is the necessity of close supervision of the workers. It seems a strange thing that the average human being will not or cannot go ahead and do a day's work properly without being instructed frequenly, watched closely and checked constantly to prevent mistakes, poor workmanship and delays.

A great many workmen do not see the connection between their pay envelopes and the amount of supervision they require. And yet it is a fact that the man who can grasp his instructions quickly, do his work well, does not kill time—in other words requires the minimum amount of supervision—draws the biggest pay and gains the quickest promotion. Does this not suggest that a good deal of the cost of supervision is charged to the people who require it? A man capable of supervising himself receives more money than the workman who requires supervision, therefore the workman, to a certain extent pays for supervision of himself.

A printer's value lies chiefly in his ability to go ahead and do things without unnecessary instruction or supervision—*Wrightcroft Review.*

Colors In the Orient

To the Oriental mind the use of colors in combination convey a far deeper significance than the mere harmony or contrast in use. They convey a symbolical meaning, or a religious significance; they use certain colors in their reference to sex and social position, etc., each combination being appropriate to the occasion and use for which it is intended.

Waste of Both Material and Labor

Give Thought to the Printing Job and Save a Deal of Money—Way to Avoid Undue Expense

By JULIAN WETZEL

WHEN the baby pou ed the bottle o mi k into his toy bank he said: "That runs into money." The same thing is said daily, thousands of times, when the subject of job printing of any kind is under discussion.

If waste in printing were a criminal offense, and the penalty meted out always was commensurate with the crime, thousands of advertising men would be drawn and quartered. A large per cent. of this enormous waste is due to ignorance of the simplest and most fundamental rules in printing processes.

When an otherwise rational human being thinks Rex Beach is a summer resort and pica a soft drink we pity him; but when a printing buyer orders a line etching from a photograph or an electrotype of a different size or proportion from his etching, we patiently explain.

Meekness is a Virtue.

I am a printer—not a phenomenally wise one, but one who is willing and anxious to add to the meagre supply of visible and demonstrable knowledge in this benighted business; one of those down-trodden and repressed souls who meekly swear inwardly and suffer from the idiosyncrasies of temperamental advertising men with bulging brows and horn-rimmed specs.

The inventor of spaghetti got his idea from the noodle (not original). Perhaps an idea or two many emanate from nine in the ten more or less negative points I shall endeavor to make. I dislike negative commands but the ten commandments are so given, and, without following their phraseology, let me impress upon you that "thou shalt not" make these grievous errors if thy days are to be long upon the earth and if thou wouldst have thy printer love thee.

About Sizes and Other Things

1. All advertising of whatsoever kind—catalogs, booklets, pamphlets, circulars, broadsides, stuffers and what not should be printed on 25x38 stock which can be procured in all weights, all colors, all qualities and all prices. Folded or cut it comes down to 9x12, 6x9, 4x9 and 3x6 and there is a *stock envelope* in every paper jobbing house in the United States and Canada to fit every size. An exception might be made in the case of 5x7 and 7x10 books which are cut from 28x42 and envelopes are stocked everywhere to fit them. But I beseech you, avoid the waste of odd sizes and special envelopes.

2. Avoid as you would the plague the enormous broadside. It wastes paper stock, requires cylinder press work, is set in type too large for near vision and when opened out (if it enjoys that distinction) covers the busy man's desk, jumbles his papers, knocks his pens and pencils from their racks—and he throws it away with a curse.

3. And here's a narrow strip 6x24. Not a waste in paper but a very serious waste in press work. The largest job presses accommodate a sheet no longer than 22 inches. Job presses can be operated for about half the cost of operating cylinders and, with a little condensing to job press size this monstrosity could have been produced at a saving of 33 per cent.

4. Aha! Here we have an example of saving (?) by the use of excessively light weight sheets. Listen! A paper machine makes but one roll of paper and that of one weight, at an operation. The entire machine and its force of operatives are employed in the making of a twelve-pound sheet just as they are used in making a twenty-four-pound sheet; and because of the waste and extra care in handling the flimsy sheet and the lower *pound* production of the machines, light weight stock carries a penalty in price of about 20 per cent.

Furthermore, press work is sold by the hour. The light weight stock feeds slower and, consequently, costs more per thousand impressions. Be not deceived by the false economy of light weights.

5. Folding, perforating, punching and assembling tissue sheets are slow and expensive operations. Currents of air annoy the operator—the edges crumple at the gauge pins—the stock sticks together and clings to the teeth of machines and to the printing form.

Waste in Letter Heads

6. Letter heads and other sheets with "bled" borders waste 20 per cent. of the paper stock. For example 8 1-2x11 letter heads cut evenly from 17x22 sheets but must be printed on 19x24 if the soul of the purchaser yearns for a bled border—one inch waste all around besides the extra cost of trimming on all sides at about three dollars per hour on the cutting machine.

7. Do not, I prithee, gentle friends, design your de luxe deckle edge booklet or folder with the expectation of using hair-line-register engravings. The fussy edge on the deckle will not come into contact with the gauge pins evenly, uniformly and firmly and perfect register is impossible if the stock has to be fed to the "woolly" edge.

8. Now comes a frequent problem which is difficult to treat briefly. By the process of "work and turn," sheets may be printed on both sides with one impression: e.g. 10,000 pieces are desired—5,000 pieces are cut *double size* and the forms are locked side by side —page 1 and page 2. The 5,000 are run. The sheets are then "turned" and printed on the other side—page 1 backing page 2 and page 2 backing page 1. They are then cut apart and, presto! 10,000 sheets printed two sides with 10,000 press work.

BUT—and here is the nub to this "mechanical error"—you must always ascertain if your stock will *cut double without waste*. Many sizes will cut single from stock of standard size but will not cut double. A 7x9 sheet will cut from 22x28 but 14x9 will not. Always investigate the "work and turn" possibilites if the job is to print on both sides.

Freaks Are Costly

9. Beware of diagonal, angular, circular and other freak composition. It is never desirable—always unnecessary and unlovely. Type, leads and slugs have square corners. They fit only when placed side to side or end to end. When used otherwise the resultant triangular holes in the form make a loose and dangerous "lock up" even when filled in with plaster-paris.

10. Lastly. The question of colors in stocks and inks with reference to legibility has always been a moot one. I cannot answer it authoritatively. Some Weisheimer drew some conclusions in the printing trade magazines a year or two ago said to have been based upon an exhaustive series of experiments. I tried them out on a set of cards in letters of the same size and agreed with his conclusions only in one or two instances. I shall give the results here just as they came to me, not as my personal opinion, with the understanding that the question of legibility is the only one under consideration and in the order arrived at in the experiments.

(a) Black on Yellow.
(b) Green on White.
(c) Blue on White.
(d) White on Blue.
(e) Black on White.
(f) Yellow on Black.
(g) White on Red.
(h) White on Green.
(i) White on Black.
(j) Red on Yellow.
(k) Green on Red.
(l) Red on Green.

—*Editor and Publisher.*

The Best Product

A successful business man was asked what he considered the best product that he ever produced in his plant, and he answered: "Men." He said that you can instal all the new machinery on the market, but if you lack the dividend-paying, dollar-earning element of good men in your organization, you are only making motions.

The Practical Cost System for Printing Offices

By R. T. PORTE

II.—Office Work

OFFICE work is an original idea with the Practical Cost System and came about because in the first attempts at a simple system, the office part was neglected, but in a few weeks came a host of inquiries as to charging different kinds of time used in the office, where the proprietor does work in the printing departments, and where to charge general cleaning up, and other things. Then the "Office Work" column was added and the troubles on that score ended.

Under Office Work we have No. 451, bookkeeping; No. 452, soliciting; No. 453, collecting; No. 454, delivering; No. 455, general office work, and No. 456, janitor work. Nos. 451, 452 453, are not used or especially needed as separate time unless the proprietor so desires. No. 455 covers nearly all the needs, but the others are added to designate such things as generally come under the heading of Office Work. No. 456 is for janitor work, and is chargeable to the office as it would be practically impossible to divide this time against each separate department, and in any case a general cleaning up is a general expense of the business. Someone in the plant does this work, and the time should be accounted for.

Where the proprietor or manager of a plant works in the printing department, he will make out a time ticket each day, so that his time can be accurately divided against the departments where the work has been done. It is plainly as important that all his work should be charged for as that of the workpeople. If the proprietor makes up the paper, sets a job, does the mailing of the paper, that time should be accounted for and he will, therefore, as well as his employees, make out a Daily Time Ticket. Unless he does this his shop labor will not appear on the records and the number of labor-hours recorded will be less with a consequent increase in the hour costs.

Delivering, No. 454: The work number for this is in the series covering office work for the reason that in the small plants the proprietor often likes to deliver the work so as to show the customer the excellencies of the job, or his promptness, or as an opportunity to solicit more work. In the larger plants, where they have work for an errand boy, the delivery is sometimes considered a part of the stock work and is further treated under that heading.

We believe, however, that the delivery should always be considered as a part of the office work for the reason that the operation is a delivery of the product of all the departments which have done work on the job, and not of the stock room alone. Treating it as an office charge the cost of deliveries will be distributed against all departments in proportion.

Stock Work

On this Stock Work there may be some difference of opinion, but from practical experience—not theory—a stock handling charge or a cutting charge—essentially the same—must be made on each and every job; both a stock handling and cutting charge should not be made.

Cutting Stock, No. 201: No one will deny that it takes time to cut stock, and that the time should be recorded and charged for. It costs money for the labor, rent is paid for stock and cutter space, there is depreciation and interest on the cutting machine and cost of shelving. There is no argument against a charge for cutting stock, any more than against a charge of time for setting the type; yet very few, before the advent of cost systems, ever thought of doing such a thing as charging for cutting stock. Since this advent a few, possibly not wishing to admit they have been so mistaken in the past, argue against such a charge and put the whole stock room work into Office Expense. That is ridiculous! There is no more reason for doing it, than for putting press work or tabbing into office expense. Remember this: everything that goes into a job of any kind must be charged for. Any other theory of running a cost system is false, and fails in its purpose, which is, the finding of the correct cost basis, through correct hour costs, on which to build a fair and equitable selling price of the individual job of printing.

Handling Stock, No. 202: All that has been said about cutting stock is true for handling stock, but perhaps it needs a little more explaining. The idea of charging one or more units of time for taking down 500 envelopes and putting them on the press may seem absurd. Is it? That stock occupies room, you have to pay interest on the investment in the merchandise and equipment, insurance, taxes, rent, and the price of shelving to hold it. In the city shops the errand boy very often has to go to the wholesale house for the stock. All this expense must come out of the profits—if there are any—and so it should be charged and paid for. These matters have been neglected for years, and have caused big leaks in the printing business.

A record must be made by the person who takes out the stock, so that it will appear in the final record of the job, showing who took out the stock, the units of time required, and that the proper stock and the correct amount was used. This is as important as to know who set the type on the job. Two other charges are made for stock work—Delivering and Unpacking.

Delivery, No. 454: This is a non-chargeable item, as a direct charge cannot be made against the customer for the reason that several jobs may be delivered at the same time. This being non-chargeable is an additional argument for making a stock handling charge. The charge for cutting stock when cut, and for handling stock from off the shelves, when in packages or boxes, in the larger plants includes the cost of delivering, and the cost of the time of the boy or man used in this work is directly charged to that department. See, also, under "Office Work." All labor-time must be reported on the Daily Time Ticket; hence the employee should keep as accurate a record of delivery time as of other work.

The proper time to charge for stock handling is when the stock is first taken from the shelves and the delivery cost is covered in that charge unless it is handled as an office charge as mentioned under "Office Work."

Unpacking and Shelving Paper, No. 251: It takes time to unpack a shipment of paper, check the invoices and put the stock on the shelves; and as it may be used for several jobs, it is non-chargeable.

It is customary, in many plants, to make no distinction between the stock handling and the cutting, but to treat them as belonging in the same department and using the same work number for both. For many reasons, especially in the smaller plants, this method is advantageous as the time units are small for the handling. The only objection to this method is that it has a tendency to make the handling charge a little greater because of the increment of interest and depreciation on the cutting machinery, but it will also tend to make the cutting charges a little less. Neither the increase in handling nor the decrease in cutting costs will make any material difference in the cost of the completed job.

To Summarize: Every job must have either a stock cutting or stock handling charge, but not both. Time used in delivering and unpacking paper or shipments of paper is stock work but the time is non-chargeable against the department. We advise, however, that all delivering be treated as office work. We now come to that much-abused department, Composition.

Composing Room

This department of the printing business has long been called the "sink hole" of the printing office, and many and long have been the articles published as to how to make it pay. The much-abused "sorts questions," "plenty of material," new "inventions," "quick methods," have all been written and talked

about till everyone knows them by heart—but the one thing forgotten has been: "Have you charged the right price for the composition?" "Do you know how long it actually took to set the job?" The question is not what time you thought it would take or what time you guessed it did take. Poor, dear, old composing room!

A swift (?) would look over a piece of manuscript for thirty minutes, figure it all out, then rush up the job in fifteen minutes, and tell the boss he set the job in fifteen minutes, and he was believed. Everybody forgot about that thirty minutes of sizing up which should have been included in the composition time, as such sizing is a necessary part of the work. No wonder the composing room was a sink hole.

With a cost system—The Cost System—the correct time must be given and the compositor must account for his entire time, what he is doing all day. It will be found that many of the jobs which were formerly reported as set in fifteen minutes, now take forty-five minutes. Remember that every unit of time, from the unit when the compositor receives the copy until the job is on the galley ready for pulling, must be recorded as Composition or No. 1.

What is the good of "sorts," "lots of leads and slugs and quads," and all the rest, if the time required to do a job is simply guessed at one-third the time it actually takes? That is about the percentage of guesswork. With the correct reporting of time used on the Daily Time Ticket, you know the time used, and have a solid basis on which you can charge for it.

The numbers used in the composing department run from 1 to 6 and from 51 to 56, so that the composing room numbers, all being less than 100, can be readily recognized. Notice that there are two numbers, 21 and 31, which are for composition work on advertisements. All these work numbers will be explained in detail. All work numbers containing a 50 are non-chargeable time.

Composition, No. 1: This includes all hand type setting and is counted from the time unit when the compositor takes the copy until the job is ready for pulling the proof. Where the composition has been done on a machine the work is counted as hand composition from the time the compositor takes the slugs until the job is ready for proofing, even though it might be the machine operator who does the work, it is hand composition and should be so recorded. If the composition on a job is not finished during the day only so much time is recorded as is put on it that day and the continuance of the time on the job will appear on the time ticket for the day when it is again taken in hand. This time is chargeable.

Hand Alterations, No. 2: All authors' changes from the original copy, resetting of the job, through no fault of the office, corrections and changes in a standing form ordered by the customer, and all such alterations and changes, are chargeable against the job and must be figured into its cost. The neglect in charging such items into cost has been in the past a source of heavy loss in the printing business; care should be taken that all these items are recorded and charged for.

Advertising, No. 21: This is a special work number and covers all hand work in setting advertisements. This work includes also the trimming or cutting of linotype slugs which are to go into advertisements in the newspaper and the necessary whiting out of such machine-set lines, and any work done on advertising cuts or plates to make them square, type-high or to fit into the space. This work number would be used only when the proprietor desires to keep the time on advertisement composition separate from other composition for the purpose of ascertaining the cost of advertising composition. In a job shop and ordinarily in the country shop it will not be used. When it is, the time should be added to the other composing room time in Record of Chargeable and Non-chargeable Hours.

Make-up, No. 3: This is a regular part of the composing room time, but we advise the keeping of this process separate from composition, as such, because of the additional statistical information that it gives the proprietor on the division of the working time. It is especially valuable in connection with the issuing of a newspaper and of the work on large jobs. On the small jobs, where there is nothing to be done except to lift from the galley and lock in the chase, this item of work may be omitted and the entire work, from the finishing of the composition to the completed lock-up, may be included in the lock-up which is also composing room time.

Lock-up, No. 4: This work is also composing room time and covers just what its name indicates: all the work of locking up to get the form ready to put on the press. It makes no difference if it is the pressman who locks up this form, the time must be recorded under this work number and recorded as composing room time. When the pressman does this work a proportionate amount of his wage will be charged against the composing room, as will be taken up and explained later when we reach that portion of the Cost System. This time is chargeable.

Machine Composition, No. 5: This work number covers all the productive composition on a typesetting machine of any class and the same rules apply as in hand composition.

Machine Alterations, No. 6: This work number covers the same classifications and is governed by the same rules as are Hand Alterations. The time used is chargeable.

Machine Composition, Advertising, No. 31: This work is, for the machine, the same as No. 21 is for hand composition and is governed by the same rules.

Pulling Proofs, No. 51: This item of work is classed as non-chargeable time and should be so treated and recorded. The reason for this is that as a general thing several jobs are proofed at the same time and it would be a difficult matter to so separate the time that each job could be properly charged. In addition to this the pulling of proofs is work done much more for the protection of the office against errors than for the benefit of the customer. For these and other reasons the time of pulling proofs is considered and treated as non-chargeable.

Exceptions: On large jobs, like books, pamphlets, catalogs, briefs, herd books, fair books, telephone directories, the newspaper, etc., which requires considerable time for pulling proofs, and where the customer asks for proofs and revises, the time may be considered and treated as chargeable. This is a matter that the proprietor must decide on each individual job and should issue his instructions as to the proofing. When this work is to be considered as chargeable time the workman should record it on the time record, using the same work number but prefixing or following the number with a letter C, as C51 or 51C. This will enable the cost clerk to recognize the time as chargeable and make the proper charge for this work against the job. This time, whether chargeable or non-chargeable, must be recorded as part of the Hand Composition work, as all used hours are to be entered in the hour record later.

Reading Proof, No 52: This work, in all essentials, is similar to No. 51, preceding, and should follow the same rules as to recording and as to whether it is to be considered as chargeable or non-chargeable time. This time should also be recorded in hand composition department. When treated as chargeable the work number should be used with the letter C as above.

Hand Set Corrections, No. 53: As this work is the correction of errors made by the compositor the time required for them is non-chargeable and must be so recorded as part of the time of this department. In every line the business itself is held responsible for the correction of errors and mistakes made by its employees and there is no reason why the errors in composition should be made an exception to this rule. Regardless of any who may argue to the contrary, a printing office has no right, moral or legal, to penalize a customer for its own errors and mistakes or lack of efficiency. Under no circumstances, therefore, should the correction of the office errors be charged to the customer.

Machine Corrections, No. 54: This work is the same for the typesetting machines as the preceding number is for the hand composition and should be handled in the same way.

Distribution, No. 55: This work number includes the time spent in the distribution of dead forms, the cleaning and putting away of rules, leads, furniture, quoins and all the material of the composing room equipment, and in addition, all such work as cleaning or wiping up the stones, blowing out cases and all the miscellaneous clean-up work of the department, except such as may be classed as janitor work. This time is wholly non-chargeable and must be so recorded.

Cleaning Machine, No. 56: This work covers the cleaning adjusting, oiling, etc., of the typesetting machine, straightening and repairing of the matrices, space-bands and all the other appurtenances of the machine, including the re-melting and pigging of metal.

This completes the work numbers used for the composing room and they will cover all the work usually done in that department. In all plants where a typesetting machine is used

this department is a double-header, as the time work of the hand composition must be kept separate from that of the machine workers.

Numbers, 1, 2, 3, 4, 21, 51, 52, 53 and 55 belong to the hand composition, and 5, 6, 31, 54 and 56 to the machine composition. Impress it thoroughly on whoever does the figuring on the time reports that in extending the time into the "For Office Use Only" section of the time report that each item of machine composition time, either chargeable or non-chargeable, must be ringed. The reason will be taken up later.

PRESS ROOM

This production center of the plant follows naturally after the work of the composing room. All the numbers of this department are in the 100's so that the work will be easily distinguished from that of the composing room.

Make-ready, No. 101: This work number covers all the time used in putting the form on the press, underlaying and overlaying and regulating the impression, regulating the ink, determining the margins, setting the gauge pins or feed guides and pulling a press proof, special wash-up to change ink for a job, and also any other work necessary to be done before starting the press on the "run." It is often necessary to stop the press, for additional make-ready or for making customer's changes, after the run has been started, which should also be recorded under this work number. This time is chargeable against the job and a careful record should be made of it.

Note.—In connection with this work we would suggest that a record be kept of the output of each press to determine the efficiency in use of each. In order to do this, number each jobber from 1 up and assign letters to the cylinders beginning with A. When the pressman enters the work number, have him affix the number of the press to the work number. Thus, make-ready on jobber No. 1 would appear on the time record, in the kind of work column, 101-1, or if on a cylinder, 101-A. The same plan should be follwed with the other work numbers in the press room. This will enable the cost clerk to determine the press that the job was run on and especially as to whether it was run on jobber or cylinder press. The cost clerk, when extending the time into the "Office Use" columns, should ring the time when cylinder press is indicated by the work number.

Holding Press for Proof, No 102: This work is chargeable time where the customer demands a press proof of his job. If on cylinder press, ring the time.

Running, No. 103: The column for "Number of Impressions" should be filled as well as time record kept on this work. This will make a showing on the press efficiency, which is important information. Only the number of impressions actually run during the the running time marked on daily time ticket should be entered regardless of the number required for the entire job. The additional impressions forthe job will naturally appear and be entered on the daily time ticket when running is again resumed. If this "number of impressions" record is to be accurately kept a counter on the press will be a necessity. Running time means the time the press is actually printing on the job in hand. Cost clerk should ring this time if run on cylinder press.

Changes (press corrections), No. 151: This work covers the errors in composition which were not caught when they should have been. They are purely plant errors and as such are non-chargeable time. The press changes on account of customer are treated in No. 101.

Wash-up, No. 152: This work covers all the regular wash-ups and is non-chargeable time. This number should also be used for all time spent in a clean-up of the presses and press room except such as would be classed as janitor work. Wash-ups for a change of ink for a job are treated in No. 101.

General Information: When two people, as pressman and feeder, work on a cylinder press at the same time the time record is made for one man only. The other should enter under "Kind of Work" the word "Assistant" or "as't" and should also enter the number of the press and number of job. His time, in this case, is non-chargeable against the job but as his wages for the time put in are charged against the department the labor-cost of his time automatically becomes a part of the departmental hour cost.

Where a cylinder press with attached folder is used and an extra man is put on to feed an insert his time can be recorded in the same manner as that of the assistant, mentioned above, or it can be recorded as bindery time under number 303. Folding is essentially bindery work and we would consider this method the better way in which to handle this work.

Where a plant has several different sizes of cylinder presses they should be classed in sub-departments and separate time kept for each class as the hour costs will be different. Cylinders 22x32 and smaller are classed as "pony;" from that size to and including 32x44 and in the case of a newspaper press, 33x48 would be classed as "medium," and the larger cylinders should be in a class by themselves. Not more than two of these classes will usually be found in the smaller shops.

It is also advisable to do the same with the jobbers. The 10x15, or 11x17, and smaller should be in one class and the 12x18 and larger in another. If you have an automatic feeder attahed to one of the jobbers this should be in a class by itself as the greater investment makes it necessary. In making the time record on a jobber with attached feeder where the pressman is also at the same time running another press or doing other work will require a little additional explanation. A second time ticket should be made out for the automatic fed press with the workman's name and time started and stopped, etc. On this time report the job numbers and kind of work for this presses should be entered and also the output in the proper column. The labor, except for the time of the make-ready will be very little but the press must receive the credit for its running hours. On his regular time ticket the workman should carry the job and work numbers for the jobs being run on both press on separate lines of the time ticket. On the line following the job number of the job being run on the hand-fed press he should carry his time as usual. On the line recording the number of the job on the automatic fed press he should enter just the units of his time which are used in attending to that press, in removing the printed sheets and adding stock for the run, in starting it again after an automatic stop, etc. In case any of these attentions require less than a unit of time he can combine two or more of them and record them by drawing the line as usual. The reason for this is that the automatic-fed press should be charged up with the proper proportion of his labor which makes a part of the hour-cost of that press. The time used in attending to the automatic should, of course, be deducted from the time of the hand-fed press, and the best way to handle this is to leave breaks or blank units in the line recording the time on the hand-fed press to correspond with the time-lines shown for the automatic. The hand-fed press is, naturally, not producing when the workman is attending to the automatic. The same method should be used if the workman is doing other work than feeding press while attending the automatic.

In extending the time on the daily time reports the cost clerk should make a ring around all the time of the cylinder press work. This is necessary in order to distinguish between the cylinder and the jobber time in the records to be made later. Some distinguishing mark should also be used for an automatic feed press.

To be continued

NOTE: Cuts illustration. This system appeared in the January and February issues. To be continued.

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Newspapers Win Suit

In a short written judgement of five pages, Justice Riddell disposes of an action involving between two and three million dollars. The Winnipeg Free Press and thirteen other western newspapers sued Fort Frances Pulp and Paper Company for the recovery of refunds of overcharges made by the company over and above the price fixed by the paper controller and paper tribunal. The company, of which E. W. Backus is president counterclaimed for nearly two millions, claiming that the orders-in Council under which the controller and tribunal were appointed were ultra vires of the Dominion Government.

Justice Riddell gives judgement for the plaintiff newspapers and directs the company to pay costs. As the case will go to a higher court, says Justice Riddell, and as the matter involved is not recondite, nor the authorities little known, it is not necessary to give a judgement in extenso.

TYPOTHETAE ACTIVITIES

"Romance of Paper" at Montreal

EVERYTHING pertaining to paper was shown in a film called the "Romance of Paper," which was presented at the St. Denis Theatre, Montreal, February 22nd. by the Graphic Arts Section of the Canadian Manufacturers' Association. The film opened with a scene taken in a populous city at the hour when its inhabitants are leaving their employment and immediately making for a newspaper boy; this was followed by illustrations of large offices where the employees were all engaged in writing on paper, and the cashiers counting the money, which in these times is also mostly made of paper. These scenes were shown to emphasize the industrial and commercial world's great dependence upon paper. A forest scene was then shown depicting a multitude of trees all waiting, as the picture explained, to furnish mankind with paper. How the trees were carried by the rivers down to the mills was also shown and the various arrangements which are made for their reception at the mills.

The many processes of paper manufacture were depicted, showing the treatment of the raw material, including cleaning, dusting, boiling, washing, bleaching, reducing to pulp, while the methods by which the prepared pulp or fibres are converted into paper ready for the market were also shown. The machines perform a multitude of most ingenious and delicate operations. These produce in one minute, and in one continuous process from the prepared pulp, large-rolls of paper. This process was exhaustively illustrated.

The film showed that the uses to which paper is put in the present day are multitudinous, the main classes being writing and drawing papers, printing and newspapers, wrapping papers and tissue and cigarette papers.

A comedy picture was also provided, which proved to be a satire on a printing establishment which did not possess the latest printing machines, illustrating what a lot of business was thereby lost. During the course of the evening the most modern printing machines in operation were shown, together with some pictures of various types of printing. Views of the activities and services of the various departments of the United Typothetae of America were also included, and the classes at work at the Typothetae School of Printing at Indianapolis. In addition to the film a musical programme was given.

Over 3,000 people were in attendance and it is conservatively estimated that over 1,000 were unable to gain admission. The entertainment was free, being borne by the Graphic Arts Section of the C. M. A.

Winnipeg Typothetae Staff Increased

In order to enable the smaller printers to operate the standard cost system more efficiently, the staff of the Winnipeg Typothetae has been enlarged by the addition of W. L. Phair, who will devote his time to the smaller shops and assist the Executive Secretary, S. F. Beatty, in the supervision of the cost systems now in operation. It is hoped that the staff of the Winnipeg Typothetae will soon be in a position to furnish the red ink analysis to all of those members operating the cost system. Several cost installations will be made in the next few weeks.

Toronto Typothetae Holds Open Meeting

Under the auspices of the entertainment committee, the Toronto Typothetae held an open general meeting in the ball room of the King Edward Hotel on February 16. Dinner was served at 6.30 p.m. and following this there was a musical and literary program presided over by Douglas Murray, of the Murray Printing Company. There were brief addresses and the large number of members and their friends present thoroughly enjoyed the evening.

Printing School in Quebec

Information from Montreal intimates that the Provincial Government is favorable to a plan to train apprentices to the printing trade.

A number of representatives of newspaper and printing plants in Quebec recently waited on Premier Taschereau and urged the establishment of a printing and typographical study plant section in the Technical Schools of the Province of Quebec.

A large number of apprentices is now being trained in practically every shop in Montreal that is running 48 hours per week, and in most cases these apprentices are under the personal supervision of the management, and very satisfactory results are being obtained.

Annual Meeting at Montreal April 6

The Annual Meeting of the Montreal Graphic Arts Section of the Canadian Manufacturers Association (in affiliation with the U. T. A.) will be held Thursday April 6. The meeting will be preceded by a dinner.

At this meeting the election of officers for the ensuing year will take place and it is expected that one of the District Secretaries from the United Typothetae of America in Chicago, will be present, and inaugurate a campaign and new plan of activities for our members, which include the establishment of an Employment Bureau and Credit and Collection Bureau.

May Establish Typographical School In Quebec

The correspondent of the Canadian Press Association at Quebec says he has information from reliable sources that the Quebec Government is contemplating the establishment of a typographical school where prospective printers would be admitted after going through certain examinations to qualify themselves as fit subjects for the institution.

An act will most likely be introduced at the present session of the Legislature to that effect. The new school would be affiliated with the Quebec Technical schools, of which the province has already a number.

Governed by the same rules as the present arts and trades schools established in various cities and towns, these new institutions would be free schools.

Would Retain Marking Act

The following reference to the Marking Act appears on an advertising blotter sent out by the Scutham Press, Limited, Toronto: "One of the first orders-in-council passed by the new Cabinet was the suspension, until after next session, of the Act of Parliament requiring that all goods imported be marked plainly and indelibly, showing the country of origin—where such marking could be done without injury to the goods. We don't know why it was suspended, unless it was on account of the possible difficulty and expense in marking certain goods or because some sold goods, the origin of which they would sooner not admit. Something like $14,000,000 worth of printed and lithographed matter was imported into Canada last year. A good deal of this came from Japan and Germany, but most of it from the United States, which has for years insisted that any printed matter going from Canada over there be marked. Had one-half only of this been produced in Canada, it would have paid $2,000,000 in wages to Canadian workmen. There is no possible difficulty in marking the printed or lithographed article and no expense involved, so we, of the printing and lithographing industries, are exceedingly anxious to retain the Act, at least so far as it applies to the product we manufacture."

PROOFROOM PAGE

By JOHN DRIMMY

IN CONTINUATION of that portion of my last article dealing with the comma, I will take up a point raised by one of my readers as to the necessity of placing commas before and after such words as *perhaps, indeed, thus*, etc. This use of commas is, speaking generally, old fashioned and as it results in over-stopping is not in accordance with present day practice. It is still enough in evidence however to make it desirable to issue a warning against it. The insertion of commas at each end of an adverbial phrase frequently gives a stilted effect to a sentence and will make an easy-flowing passage sound jerky. An abundance of commas should always be carefully examined, the sentence read aloud, and if it sounds awkward or jerky either some or all of the commas should be omitted or some change or other in the wording should be made. Let us take one or two instances.

> Mathematics and geometry are questions which, owing, perhaps, to their complexity, he considers.....

The commas before and after *perhaps* can very well be omitted.

> Unless, indeed, something unforeseen happens, he will not come.

Indeed does not require commas.

> Thus, the question, however important to some, is immaterial to the majority.

The comma after *thus* is unnecessary.

A Case for Reconstruction

In the next sentence the commas are unpleasantly numerous, and yet, as it stands, none of them can be dispensed with.

> My father, it is true, had, as I have said, as regards electricity, no experience whatever.

In this case the writer should reconstruct his sentence. It might run:

> It is true that my father, as I have said, had no experience whatever as regards electricity.

With words like *apparently* and *therefore* a writer has the right to comma them off if he chooses but in most cases it is quite unnecessary and unless it is done with a definite purpose it makes the sentence heavy.

> George was the elder of the two, and therefore his presence was necessary.

To place commas round *therefore* would have the effect mentioned.

Here however is a case in which it would be done with a reason.

> My experience however has been greater than theirs. I, therefore, took the contrary view.

Here the effect of the commas is to emphasize the *I* and to make it equivalent to *I for my part.*

After *and* and *for* at the beginning of a sentence a comma should not be used unless it is followed by a parenthetical clause.

This exhausts my space available for the comma in this issue. Next month I will deal with under-stopping.

Are Points Dealt With Too Trivial?

"Some of the points you deal with seem to me very trivial and such as, I should think, any proofreader would be well acquainted with." Thus one correspondent who signs himself "Proofreader."

I admit the justice of his criticism, but it must be remembered that in many small shops throughout the country the comp. has to be his own proofreader and judging from the enquiries and letters received it is just these points, which are so simple to the ordinary proofreader, that come in for argument in the small shop. However I shall be glad to deal with any more abstruse queries "Proofreader" likes to send me. He calls attention to a very common error, viz., the almost universal use of the word *benedict* (meaning a married man) for *Benedick.* He is correct in that the term originated from Benedick, the confirmed bachelor in Shakespeare's "Much Ado About Nothing," who marries Beatrice.

In couse of time the word has become corrupted into *benedict* (literally, *blessed*) and this use of it has become so general among writers of all kinds that I am afraid there is not much hope of the original word ever regaining its rightful position.

Query—What is the meaning of the word *sic*, sometimes placed in parentheses after a word?

Answer—*Sic* is a latin word meaning *thus.* It is placed after an unusual word or something in a quotation, which might otherwise be taken for an error to show, that the word is correctly quoted as it appears, e. g.,

> He was not like Shakespeare's Cassio (sic) strictly "an honorable man."—*Corelli.*

Brutus is here evidently the man referred to, but the (*sic*) tells the reader that Cassio is the word really used.

Here is another query the answer to which of course would be known by any proofreader; but as it is one which is frequently responsible for errors it is well worth answering.

Query—Can you give me a simple rule so that I may know when to use *whom* instead of *who*?

Answer—Replace the word you are to use by *and he* and see whether it sounds correct or whether it would be necessary to say *and him.* If you would have to use the latter then you must use *whom.* If however *and he* makes good sense then *who* is correct. Here are one or two examples.

> I saw a man who (and he) tried to enter the building.
> I saw the man whom you had pointed out to me (*and* you had pointed *him* out to me).

You would not think of saying *and* you had pointed *he* out. *Whom* is therefore the correct word to use.

Whom is the objective case and is required whenever it is the object of a verb or when it is governed by a preposition as in the following instance:

> The man *to whom* you gave the order was there.
> Change to
> The man was there *and* you gave the order to *him.*

It will be seen that in order to use this test of changing the word to *and he* or *and him* it is sometimes necessary to change the order of the words in the sentence, e. g.,

> The man *whom* you saw came to me.
> change to
> The man came to me *and* you saw *him.*

The substitution of *and....he* or *and....him* for who or whom sometimes alters the meaning of the sentence, but that does not affect the rule for determining whether *who* or *whom* is the word to use.

Query—Please give me the rule as to when the words *practise* and *practice* are to be used.

English Rule Preferable

Answer—The correct English usage is *practice* for the noun and *practise* for the verb, and you will rarely see this rule departed from. In the States, however, both words are used indiscriminately, the argument apparently being that as they are pronounced in the same way it does not matter which is used.

If adopting a style I would say follow the English method. I would hesitate however to mark the word to be reset so long as it was spelt consistently throughout an article.

You may have heard the story of a fierce-looking individual who entered an editor's sanctum with some show of violence, and said: "I suppose you are the man who puts things in the paper?" "Well," replied the editor, "you have been misinformed; I am the man who keeps things out!"

CROSS-CANADA NEWS

The District News, Munson, Alberta, has suspended publication.

There are now 113 weekly publications and six daily newspapers in Alberta.

George E. French, formerly manager of the Princeton, B.C., Star, has leased the business from its present owner, Mr. J. A. Brown, the change taking place February 15th.

The Sporting Mirror, Edmonton, a 7-column weekly devoted to sport, which began publication but four months ago, has been forced to suspend publication temporarily owing to the illness of the editor and publisher. Mr. Matheson is in the hospital.

Yet another lady editor and proprietor takes her place in the ranks of Alberta presswomen, Miss Elva Simmons having taken over the Rimbey Advance from Henry Oke. Mr. Oke has left for British Columbia because of ill health.

At a meeting of the Quebec branch of the Canadian Manufacturers' Association, it was decided by the Executive Council to place a French section in the publication "Industrial Canada" each month that it appears. This section will be edited by the Quebec division office.

Revillion Limited, of Edmonton, which operates five wholesales, has installed a printing department to take care of their catalogues, price-lists and also work for their "rural merchants' advertising service." They have put in two Gordon presses and a multigraph.

The Peace River Record is featuring a series of local articles entitled "A Sodbuster's Soliloquies." Written by a farmer-philosopher, there is displayed quite a little literary talent in the bright comment upon happenings of frontier life.

A. L. Horton, veteran editor of the Vegreville Observer, perhaps the most quoted among Alberta country weeklies, can curl almost as well as he can use the pen, and at the Vermilion bonspiel won the Grand Challenge trophy.

Mr. E. Norman Smith, vice-president of the Ottawa Journal, and president of the Canadian Press, Limited, was married at Poughkeepsie, N.Y., to Miss Vassie A. Siddell, a nurse in Vassar Hospital, Poughkeepsie. The wedding took place at the Holy Comforter Church. Miss Siddall is a New Brunswick lady.

Mr. Colin Groff, recently appointed Publicity Commissioner for the Province of Alberta, will have added to his duties the placing of all government advertising, which was formerly placed direct by the departments concerned. With an experienced newspaper man in charge, country publishers hope for increased advertising and less free publicity.

Miss Griesbach, who has been in charge of the woman's page of the Farmers' Sun for the past four years and a half, has resigned. During her regime "Diana" made the page decidedly interesting, her range of subjects being such as to command attention of not only those for whom the Sun professes to be especially published, but a much wider circle of readers.

The Penticton Herald Printing and Publishing Co. has purchased the plant of the Penticton Printers Limited, a job office in Penticton, B.C. The Penticton Printers Limited has been operated by Mr. Louis Pilkington, who bought it from Messrs. J. C. Hanley and J. A. Brown last August. Hanley and Brown started the business in February, 1921. Mr. Hanley is now employed by the Brandon Sun. Mr. Brown is running the Princeton Star, purchased from R. J. McDougall, editor and manager of the Penticton Herald.

Geo. M. Devaney, a former well-known Toronto newspaper man, has been elected president of the Ontario Film Exchange Managers' Association. Mr. Devaney is manager of the Fox Film Corporation, Limited.

The semi-weekly Herald, Penticton, B. C., installed a model B Intertype. Its typesetting equipment now comprises three machines, including a model 14 and a model 5 linotype. All three machines are electrically heated.

So much to heart did two members of the Toronto Real Estate Board take the advice tendered by Thornton Purkis on "co-operative advertising" at their last monthly meeting, that they forthwith subscribed $1,000 each for their firms, to be expended on a publicity scheme as suggested by the speaker.

Joseph D. Payne, who told the police he was a salesman, was arrested in a Toronto hotel on three charges of fraud. Payne, the police allege, was soliciting money for a "Montreal Press Club." The sum of $500 is said to have been collected by Payne from three local firms. The $500 was the total donation from all three companies.

The office of the Freeholder, Cornwall, Ontario, was gutted by a fire which broke out from an unknown cause on March 1. The newspaper press, two job presses, a linotype machine and a folding machine, suffered from fire and water. Much of the stock in the office, as well as several lots of job work, is a total loss.

Fire destroyed the plant of the Standard, Plumas, Man., February 20. The loss is estimated at $4,000. The Plumas Standard is owned by W. H. King, formerly of Winnipeg, who took over proprietorship about three years ago. The plant, paper stock and building were insured for $3,000.

The members of the Toronto Typographical Union entertained the executive of the Ontario and Quebec Conference at their hall last month. The purpose of such official visits is to keep the locals informed on trade matters, and for a general round-table conference on matters affecting the printing industry in these two provinces, without intruding in any way on the functions of the International Union.

But for the timely arrival of the fire brigade a blaze which threatened to be disastrous would have destroyed the offices of the Oshawa Telegram, February 25. The origin of the fire is unknown, but is supposed to have started by a match being thrown among some papers in the shed at the back of the offices adjoining the shed, which is used for storing the newsprint stock. About two tons of paper were destroyed with the building, but the offices were saved. The loss is covered by insurance.

The Purchasing Agents' Association of Montreal and district will issue the first number of its new magazine, "The Canadian Purchaser," under the editorship and business management of Frank J. McGarigle. Mr. McGarigle is a former well known young resident of Brockville, who some years ago was connected with the staff of the Brockville Times. For some years he has been secretary of the Purchasing Agents' Association in Montreal.

The Sherbrooke Daily Record, which was first published on February 9, 1897, celebrated its twenty-fifth anniversary by a well-illustrated special edition of 32 pages. This edition is appropriately named "The Pageant of Progress," for it shows the splendid development of Sherbrooke and of the Eastern Townships during the past quarter of century. The president and general manager, Mr. V. E. Morrill, pays a handsome tribute to the efficiency of his staff, many of whom have been connected with the paper for periods varying from 10 to 25 years.

In view of present-day costs the Board of Directors of the Canadian Weekly Newspapers' Association decided at a meeting recently held in Toronto that the minimum rate for subscriptions to weekly papers should be $2 a year.

It is stated that local and County Liberals are massing forces in a determined effort to bring a Liberal newspaper to Hamilton, Ontario. At a meeting of the Hamilton organizations, plans were formulated in order that the project be gone on with immediately. W. D. Seeley, president of the Hamilton Liberal Association, is one of the most ardent supporters.

Several Alberta weeklies are carrying slogans under the name of the paper on the front page. We note the following: Wetaskiwin Free Press: "The Pen is Mightier than the Sword." Hannah Herald: "A Paper with a Conscience." Macleod Times: "A Live-wire Newspaper, without Doubt the Brightest and Best Appearing Country Weekly Published in the Dominion of Canada."

The Alberta Labor News, Edmonton, has put a new rate card into effect, 75 cents for transient display and 60 cents contract, superseding their old rate of $1.00 flat. By advising their advertisers some time before the coming reduction, they held many advertisers who intended to "economize" this winter. With a circulation of some 4,500, they are getting a goodly amount of advertising patronage.

Formerly printed at The Conservator office in Fort Saskatchewan, the St. Paul Star has since the advent of the railway to St. Paul de Metis, been printed at the latter place. It is now appearing as a four-column paper of four pages homeprint, using a half-sheet. In recent issues, part of the news has appeared in the French language. The Lamont Gazette continues to be printed at The Conservator office.

George M. Cootes, well known advertising man, who has been connected with the advertising staff of The Advertiser, leaves London on March 1 to take up his new duties on the advertising department of The British Whig, Kingston, Ont. Mr. Cootes is an experienced newspaper man, having been connected with The Hamilton Herald and Toronto World prior to his joining the staff of The Advertiser. He is very well known in London, Hamilton and St. Thomas. His many friends wish this popular young Londoner every success in his new duties.

Announcement is made by the Canadian Pacific Railway of the appointment of J. Harry Smith as press representative in Canada in charge of the railway press bureau. Mr. Smith is a well-known Toronto newspaperman, having been connected with the staff of The Globe, Toronto Saturday Night, and the Gagnier trade papers. Latterly he was managing editor of the Toronto Daily and Sunday World until the former paper went out of existence, when he joined the staff of the Montreal Gazette.

Even among the publishers of the province, it has frequently been stated that there are no newspapers on the transcontinental lines west of Edmonton and in Alberta, while for some months there have been two published—two very creditable 5-column country weeklies. The Sun at Stony Plain, twenty-five miles west of Edmonton, is published by F. Cormack, formerly from Toronto. He declares it a change to get away from the keyboard and enjoy the varied work in a country office. Rarely does a small town so near a city have a newsier sheet, four pages of which are home-print and four ready-print. At Edson, one hundred miles further west, there is published The District Call, by Frank R. Briscoe. It has four pages, all home-print, and for a country weekly, has a very bright appearance.

The Western Illustrated News, Edmonton, a 4-column 16 page weekly, issued on newsprint somewhat after the style of Old Country pictorials, is featuring up-to-date pictures of local and provincial happenings, for which prizes are offered weekly. About six pages of current news pictures of local, national and world events, along with sport and other features, catch on well with the public, and with readers of the former Western Veteran, which it superseded when the latter ceased to be the official organ of the G.W.V.A. Especially with all who have been used to the overseas pictorials, there should be a place for some publications of this nature in the Eastern Provinces.

George C. Winlow, Appointed Salesmanager of the Lincoln Paper Mills



George C. Winlow has been appointed Sales Manager of the Lincoln Paper Mills Company, Limited, of Merritton, Ontario, with offices at 112 Bay street, Toronto. Mr. Winlow was previously with the Canada Paper Co. for 21 years and is thoroughly familiar with the paper business and is well-known in the printing and paper industries of the east. The firm Mr. Winlow is now associated with has increased its manufacturing facilities for the production of book and writing papers of various kinds with the view of extensive production.

From Canada to far-off Siam is the journey which Mr. J. L. McNicol, of Toronto, will shortly take in order to assume his new duties as pulp and paper expert for the government of that country. He expects to sail by the Melita on the 17th of March, going by way of England, Marseilles, Naples, Port Said, Colombo and Penang, thence by rail to Bangkok, the capital of Siam, which he hopes to reach about May 1.

The weekly Press Bulletin, issued by the recently-appointed Publicity Commissioner of the new U.F.A. Government, has been the cause of some criticism in the Alberta Legislature. Fear was expressed by the opposition that it might become a medium of government propaganda. It carried official news of governmental departments, public pronouncements upon matters of policy by cabinet ministers, and a general weekly summary of doings about the Legislature. It was sent out to all newspapers in the province. Those country weeklies which have typesetting machines had made some use of the material, and a few featured it in a column under such headings as: "At the Legislature." However, when synopsis of members' speeches began to be included in the Press Bulletin, louder protest was made on the floor of the house, it being stated at the same time that no objections to the editor were intended. Evidently the opposition considered that sufficient and more independent news was supplied to the public from the press gallery. Premier Greenfield then agreed to omit members' speeches, but declared the Press Bulletin served a good purpose and would be continued.

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All our type is made on the Point Lining System and cast from our famous English Hard Metal. We carry in stock all the latest styles of faces and can fill orders promptly. Before ordering your next series of type ask us to mail you sheets showing

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GOSS

The Name that Stands for
SPEED—
DEPENDABILITY—
SERVICE

The Goss "High Speed Straightline" Press
Used in the largest Newspaper plants in U.S.A., Canada and Europe.

The Goss Rotary Half Tone and Color Magazine Press
Specially designed for Mail Order, Catalog and Magazine Work.

The Goss "Comet" Flat Bed Web Perfecting Press
Prints a 4-6 or 8 Page Newspaper from type forms and roll paper.

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A complete line for casting and finishing flat or curved plates.

Descriptive Literature Cheerfully Furnished.

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Main Office and Works:
1535 So. Paulina St., Chicago
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Brass Rule Made to Order
Roller Composition and Casting

GEO. M. STEWART

PRINTING and BOOKBINDING MACHINERY

TYPE and SUPPLIES

92 McGILL STREET, MONTREAL
PHONE MAIN 1892

Thoroughly Rebuilt Cylinder and Platen Presses, Paper Cutters and Machinery of all kinds for Printers, Bookbinders, Box Makers, etc. Write and state your requirements.

New Manager of Stephenson, Blake & Co.



William Hamilton

recently appointed manager of the Canadian Branch of Stephenson, Blake & Company, 130 Wellington Street West, Toronto. Mr. Hamilton, better known as "Billy" Hamilton among the trade, has held the position of salesman for some years, selling in the Toronto and Hamilton field. He has had eighteen years' actual experience in printing machinery and supply lines, commencing as an office boy with the British Type Foundry in 1904. Mr. Hamilton has the personality of a born salesman and he says he likes selling printing equipment better than anything else the business world may hold forth. He will continue to call on Toronto and Hamilton printers.

Pulp and Paper Exports Increase

THE pulp and paper industry insofar as exports are concerned has reached the point where the volume of exports is running ahead of the corresponding month of 1921 but the decline in value during the year has resulted in a cutting down of the total value of the exports. For instance, for the month of January 1922, according to statistics of the Dept. of Trade and Commerce, the exports of newsprint from Canada amounted to 67,701 tons where in January 1921, the exports were only 57,341, or over 10,000 tons less. On the other hand the total value of the exports this year was only $4,966,352 where one year ago the value was $6,532,034. Again in the case of pulp the exports for January were 52,006 tons or nearly three times the figures of last year, 21,704 tons. The values for 1921, however, ran nearly $50 per ton where the values for 1922 fell below $30. The heavy decline is due mainly to the large amount of groundwood pulp that made up the exports of this last January over half a million tons, the average value of which per ton was barely $20, where a year ago the value was $30 per ton. In the case of sulphate pulp the value was a little over $30 a ton where one year ago the value was slightly over $50. Bleached sulphite averaged a little over $40 in January compared with over $70 per ton one year ago.

The total value of the pulp and paper exports was $8,831,480 where one year ago they were $9,663,054. The total for December last was $10,325,533 but in December the newsprint mills were receiving about $80 per ton as compared with $70 for the first month of the present quarter.

For the first ten months of the fiscal year ending March 31 the total exports of pulp and paper amounted to $86,000,000 compared with $142,000,000 for the last year. The values, however, were over $3,000,000 in advance of the figure for 1920.

Noted New Brunswick Publisher Passes Away

The news of the death of Mr. John T. Hawke, editor and proprietor of the Moncton Transcript, though perhaps not unexpected was heard with regret throughout the Maritime Provinces and elsewhere. Mr. Hawke went to Moncton in 1887 to take over the management of the Transcript, and besides producing one of the brightest newspapers in Eastern Canada, succeeded in building up a very profitable business. An indefatigable worker, the deceased wielded a facile pen and though he was above everything else a political writer, his more purely literary efforts possessed much merit. During his residence in Moncton Mr. Hawke took a lively interest in civic affairs and gave valuable service to the public as chairman of the Board of School Trustees and in other capacities.

Mr. Hawke was of Cornish descent and was a son of the late John P. and Mary A. Harvey Hawke. He was born in Plymouth, England, April 30, 1854.

Deceased came to the United States in 1873 and in the same year moved to Canada. He was legislative reporter on the Toronto Leader from 1875 to 1878. He also served on the staffs of the Ottawa Citizen and Toronto Globe. For the latter he was parliamentary reporter and political correspondent at Ottawa and managing news editor. He became editor of the Hamilton Tribune, a prohibitionist daily, in 1885, and later was editor-in-chief of the Ottawa Free Press.

Newmarket Editor Suffers Great Loss

Mr. Lyman B. Jackson, wife of the editor of the Era, Newmarket, Ont., passed away at her home February 17.

Mrs. Jackson was the eldest daughter of the late Calvin and Jane Weddel of East Gwillimbury, and grand-daughter of the late John Weddel, the first Clerk of the Township. She took a keen interest in her husband's work and proved of inestimable value making and helping to make the Era a successful newspaper.

The home of Mr. and Mrs. Jackson was brightened by four sons, three of whom survive:

Edgar L. Jackson, Manager of "Fast Typesetters, Ltd.," Montreal, a joint stock company that sets and casts type for the printing trade. Himself the fastest typesetter in Canada when the Monoline was introduced.

Walter E. Jackson, a mathematical expert connected with the Toronto Observatory, who has made three voyages to the Arctic regions and whose scientific records have been quoted in American, Norwegian and other scientific journals. He is President of the Royal Astronomical Society, Toronto.

Leslie R. Jackson, who took up the study of law and is now Police Magistrate in Camrose, Alberta, and also District Attorney.

All the boys learned the Art of Printing in their father's office before choosing their life work.

Charles Morrison Dies In San Francisco

Charles Morrison, aged 72, one of the old-time newspapermen of Toronto, and for many years city editor of The Toronto Mail, died at his home in San Francisco after an illness of but a few days.

Mr. Morrison, one of whose sons is C. P. Morrison, managing editor and assistant general manager of The Edmonton Journal, was engaged in newspaper work for a long period of years, his activities in Canada, being largely confined to Toronto, where he was identified with first the Globe and then The Mail.

After leaving Toronto many years ago, Mr. Morrison took up his residence in San Francisco, where he was a member of the staff of The Call. He was attached to that newspaper during the eventful times of the big fire and 'quake that shook the Golden Gate city to its foundations and besides "covering" these big happenings for The Call, wrote several magazine articles in this connection that had a wide circulation.

Vaseline placed on the ends of rollers saves them from being torn by the plate or bearers.

LODESTONE
COVER PAPER

A Distinctive, High-grade Novelty

Nothing Like it Has Ever Been Produced

EVERYONE is instantly impressed with the beautiful texture of **Lodestone Covers.** The crystaline formation, combined with the delicate multitone blending of colors, at once suggests some of nature's own exquisite creations in the geological field. Nothing like it has ever been produced in paper. As a novelty alone its advertising value is immense.

In Lodestone you secure a remarkable surface. It does not spot or stain; has a smooth leathery touch and possesses all the serviceableness that can be secured in a sheet of paper.

The most pleasing results may be secured by embossing **Lodestone** Covers. The embossing tends to burnish the surface of the stock, producing additional artistic effects where no ink whatever is used.

Lodestone, too, has a natural affinity for printers' ink, and may be run through the press as easily as a plain-surface sheet.

The colors include amber, jasper, slate, shale, garnet, olivine, and serpentine; and the weights light, medium and heavy.

Compare **Lodestone** on a basis of appearance, strength and price, with any other novelty cover, then be guided by your judgment.

Send for Samples

UNITED PAPER MILLS LIMITED

TORONTO
Telephones: Adelaide 1343, 1344, 3932

HAMILTON
Telephone: Regent 1551

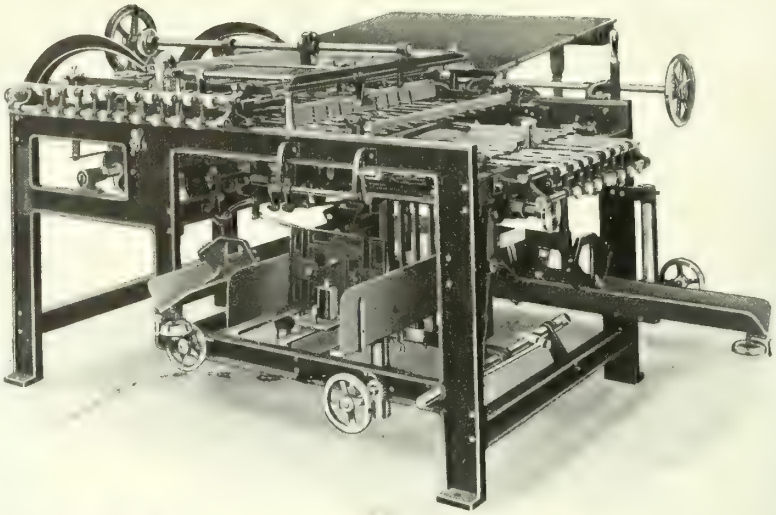
The Brown Folder

Its Popularity--

is due, undoubtedly, to its simple, sturdy, unfailing performance and its ability to handle, in the least possible time, every operation required of any machine of this nature.

Besides Brown Folding Machines we carry other well-known Bindery equipment and have on hand a variety of used job printing machinery. Let us know what you need.

"Togo" No. 135 Catalog Folder has five sets of folding rolls. The two first sets are parallel to each other, the remaining three being at right angles. It folds both regular and oblong work. Folds 6, 8, 10, 12, 16, 24 and 32 pages in single sections or in "gangs." Sizes 33 x 45, to 14 x 21; 38 x 50, to 20 x 30. 32 pages.



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Sole Agent
LATHAM MACHINERY CO., CHICAGO
Sole Agent
BROWN FOLDING MACHINE CO., ERIE, PA.
Selling Agents:
McCAIN AUTOMATIC FEEDERS

Sale by Tender

Offers are invited by the undersigned for the purchase of the following complete manufacturing plant, in connection with closing the Estate of Messrs. Westman & Baker, consisting of Lathes, Planers, Shapers, Tools, Drills, Taps, Jigs, etc. Also for the purchase of the Stock-in-Trade.

This is an Opportunity of Buying at Reduced Prices, New

PAPER CUTTERS — GORDON PRESSES
PRINTER'S FURNITURE — GALLEYS
AND GENERAL SUPPLIES

Detailed inventory with valuations may be seen on application.

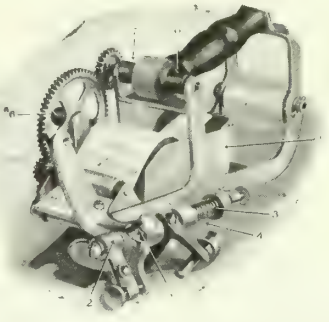
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The 1922 Wing Aluminum Mailer
BETTER THAN EVER. SPECIAL FEATURES.



1. Cast Aluminum paste dish, lighter and stronger,—no soldered joints for acid to attack and eventually fall apart.
2. New Lug on knife shaft, stronger, insuring accurate adjustment at all times.
3. New Clutch Spring.
4. Lock Nut on rocking plate bearing.
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6. Larger bearing on large gear screw.
7 and 8. Additional pin in thumb roller.

Buy the lightest and easiest to handle Mailer on the market
Will stand the gaff.

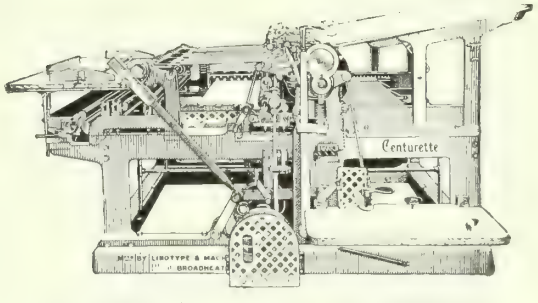
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Chauncey Wing's Sons
LABEL ADDRESSING MACHINES
Greenfield, Mass., U.S.A.

Centurette
Two-Revolution Letterpress Machine

THE CENTURETTE IS PROFITABLY EMPLOYED FOR SHORT RUNS AS WELL AS LONG RUNS, and has proved its efficiency under widely-varying working conditions, producing the best general commercial work at speeds up to 3,000 impressions per hour.

IT OCCUPIES NO MORE FLOOR SPACE THAN A SLOW-RUNNING MACHINE, and costs less to run because its upkeep charges are practically nil. Send for booklet.



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In Make-Ready and Output

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c/o Canadian Linotype Limited
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The Reason
Why Nine Out of Every Ten
Printing Establishments Use

IMPERIAL TYPE METAL

THE days of careless buying are over. To-day a manufacturer must be convinced by comparative tests that the article he buys is absolutely the best. In other words he assumes the "I'm from Missouri" attitude which applies as much to Type Metals as anything.

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THE CANADA METAL COMPANY LIMITED

MONTREAL HAMILTON TORONTO WINNIPEG VANCOUVER

The Don Valley Paper Co. Limited
TORONTO

Ask Your Jobber for

MAPLE LEAF BRISTOL

High Grade Bristol in White and following colors: Pink, Canary, Green, Salmon, Blue, Cherry, Buff, Lilac. Made up in index size on special orders.

Made in Canada by

THE DON VALLEY PAPER CO., LTD.

TORONTO, CANADA

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TWO CENTS A WORD, Box Number as five words; minimum charge is $1.00 per insertion, for 50 words or less, set in 6 pt. type. Each figure counts as a word. Display ads., or ads. set in border, are at the card rates.

FOR SALE

FOR SALE. Matrices for Thompson type caster—brand new—complete fonts with French accents—ten different series, all sizes from 6 to 48 point. Send for list and prices. Baker Sales Co., 200 Fifth Ave., New York City. P.3.P.

FOR SALE—WELL-EQUIPPED WEEKLY newspaper and job office in Quebec town. Linotype, cylinder press, folder, platen presses, etc.; all in good order. Subscription list of 1,800 at $1.50 and good volume of job work which can be enlarged. Plant and building will be practically given away for cash to quick buyer. Apply Box 828 Printer & Publisher. (p2p)

FOR SALE — MILLER SAW-TRIMMER; cost $450; sell for $350; terms; good as new. TYPE, 202, care New York World. (p2p)

FOR SALE—CENTURY CAMPBELL 2 REVolution Press 45 x 62 bed size, can be seen in operation. Bargain for a quick sale. Alex. Anderson, 93 Spadina Ave., Toronto, Ontario.

SAWS FREE—MILLER, LACLEDE, SYSTEM Point-Set, Others—Only $5.50. This price includes saw Furnished Free when saw you buy is worn out thru sharpening by us. Let us sharpen your saws until new saw needed and never again will you have to spend another cent on new saws. WONDERSAW, 202 W. 20th St., New York. (p3p)

FOR SALE—34" SHERIDAN AUTOMATIC Clamp Cutting Machine. Price $200.00. Vawter-Luckett, Limited, 545 King St., West, Toronto.

FOR SALE—One R. Hoe & Co., pneumatic matrix drying table; double apron; first-class condition; bargain. Apply Journal, Ottawa. P. 3 P.

PROSPEROUS NEWSPAPER AND JOB printing business for sale. Investigate. The Enterprise, Port Burwell, Ontario. P.3.P.

WEEKLY NEWSPAPER FOR SALE.—IN Quebec town, eighteen hundred circulation, subscription $1.50 per year, paid in advance. Contract advertising 20 x 25 per inch. Building which contains house and office also for sale. $4,000 cash could handle plant, remainder of purchase price could be easily obtained in locality. Apply Box 834 Printer and Publisher. P.2P.

¶ Printer and Publisher is the only paper in Canada reaching the Printing and Publishing Trade.

¶ If it is to them you wish to advertise, there is no question but that Printer and Publisher is the medium you should use.

¶ Our Classified Advertisement Section is a result-getter.

WANTED

SPLENDID opening in rapidly growing plant for young man with ambition and thorough knowledge of Printing as Assistant Executive. Must be able to lay out work and be keen judge of quality in both black and color process. State age and full particulars of experience and qualifications. Box 831 Printer and Publisher P. 2 P.

EXPERIENCED SALESMAN FOR JOB Printing House in Toronto Salary and commission arrangement for right man. All applications will be treated confidentially. Give full particulars including phone number when answering. Box 832, Printer & Publisher, P. 2 P.

Are You Able to Turn Your Spare Hours Into Dollars?

If not—and you are really trying to cash in on the spare moments you have—if you have made up your mind to sail in and actually increase your monthly income without hindering your regular work—you surely want to hear about this plan. Write for complete details to

Box 700
Printer & Publisher

COMPOSITORS WANTED

PRINTERS—SATURDAY NIGHT PRESS can give permanent employment under contract to one or two good job or make-up compositors. You will be paid according to ability, and you will be working in a brand new composing room with all modern equipment. Send us your name in confidence and we will arrange to have you visit us at our expense. If your application is accepted, your transportation and moving expenses will be paid. Tell us the kind of work you have been doing and if we cannot place you immediately, we will keep you in touch with openings as they occur. Saturday Night Press, 73 Richmond St. W., Toronto. (p3p)

POSITION WANTED

LINOTYPE MACHINIST OR INTERTYPE; expert mechanic; factory trained; seeks position after March 31. Can also operate 200 lines per hr.; married; previous position 5 years; present 7; Apply Box 833 Printer and Publisher.

OPPORTUNITIES

THE COMPOSITORS' OPPORTUNITY — The Lanston Monotype Machine Company maintains Free Schools in Philadelphia, New York, Chicago and Toronto to which compositors are admitted for instruction in the operation of the keyboard. Steady employment and good wages are always to be had for Monotype Keyboard Operators. For further information apply to LANSTON MONOTYPE MACHINE COMPANY. (P.2.P.)

WHY WORRY ABOUT COMPOSITORS quitting? We quickly furnish rough sketches for type structures that enable even the novice to produce pleasing set ups. Mail a batch of display copy today, stating size of type form desired. The W. H. Holley Typographic Studio, Lock Box 16, Northfield, Vt.

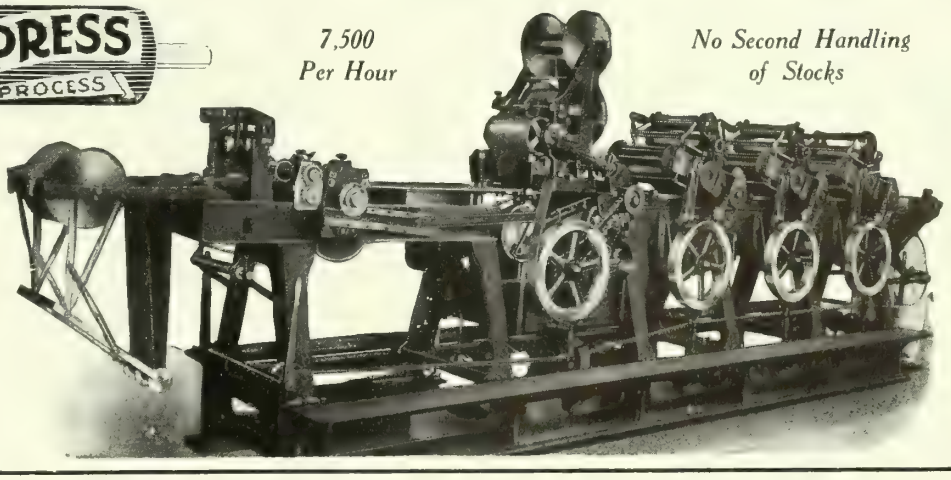
I WANT TO GET IN TOUCH WITH AN energetic young man who is very familiar with the printing trade in one of the larger cities in Canada. The work I want him for can be done in spare time—it is not altogether easy, such as "taking candy from a baby," but with little effort he can double his income each issue. Apply early to Box 835 Printer & Publisher.

WANTED — PARTICULARS OF a double-feed reciprocating platen printing machine. Will makers send particulars to Information, care of MacLean Publishing Co., Ltd.

MULTI-
NEW ERA PRESS
PROCESS

7,500 Per Hour

No Second Handling of Stocks



It is more than a Multi-Color Press. Prints in all colors on both sides of the paper at the same time; numbers, perforates, scores, die-cuts, punches, cuts both ways, rewinds or piles—all at a speed of 7,500 impressions per hour. One man operates the New Era and there is no second handling of stock necessary. WRITE NOW!

New Era Mfg. Co., Inc.
394 Straight St., Patterson, N.J.

In answering advertisements, kindly mention "The Canadian Printer and Publisher"—that's your introduction.

A "Kimbleized" Printing Plant Is Highly Efficient

This efficiency takes two forms:

1. *Maximum output.*
2. *Minimum power cost.*

KIMBLE MOTORS

Were first to give the printer flexible speed control with alternating current electricity.

They were the first alternating current motors to save current every time press speed was reduced—making it possible, for the first time, for the printer to figure his power cost on a uniform basis of *impressions per hour*, regardless of press speed.

Thousands of successful printers who have operated Kimble-driven equipment for years will testify to the economy and efficiency of Kimble Motors.

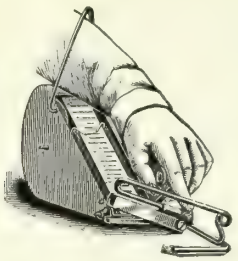
Let our engineering staff figure out for you a plan by which you can pay for a Kimble Motor equipment out of the monthly and yearly *saving* it accomplishes.

KIMBLE ELECTRIC CO.

N. Western Ave.,
CHICAGO, ILLINOIS.

GREAT WEST ELECTRIC CO., LTD., 57 Albert Street, Winnipeg, Man., for all points west of Port Arthur and Fort William.

MASCO COMPANY, LTD., 76 Richmond St. E., Toronto, Canada, for all points east of Port Arthur and Fort William.



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Reduces mailing expense
Efficient
Light
Inexpensive
Addresses (expert) 8,556 an hour
Beats them all
Leads, others follow
Easy to operate

Write to-day for interesting Booklet

REV. ROBERT DICK ESTATE
137 W. TUPPER ST. -:- BUFFALO, N.Y.

Mono-Lino Typesetting Service

Monotype—Linotype—Ludlow

Composition—Make-up—Lock-up
Body and Display Type
Leads, Rules and Furniture

We have the largest and best equipped typesetting plant in Canada operating night and day.

No job too large—no job too small—no job too intricate. Estimate furnished on request.

English Translated into French or Spanish.

Mono-Lino Typesetting Co. Limited

160 Richmond St., W., Toronto

No connection with any Printing House

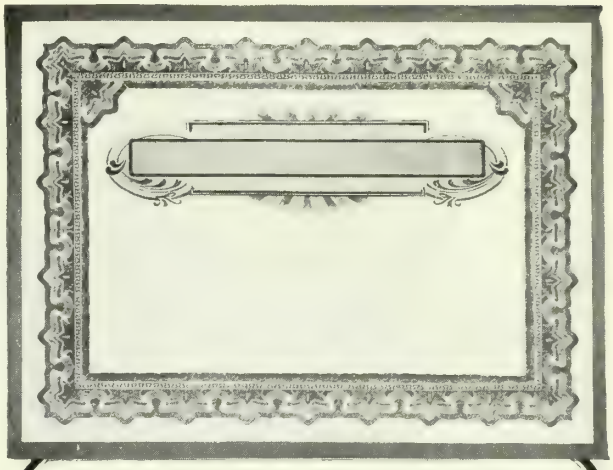
Agents for Ludlow Typograph and Elrod Slug and Rule Caster

Type Faces
and Spacing

IN SIZES UP TO 72 PT. **H**

An unlimited supply of standard fonts enables us to make immediate delivery by return express

DeCarle - Wareham
LIMITED
Type Founders
74 MARKET ST. - - TORONTO



Go to Goes for
The Goes Bordered Blanks

An original and diversified assortment of 75 styles of artistic border designs, perfectly lithographed in a variety of colors and in a wide range of proportions and styles, some as large as 17 by 22 inches, others but 3¼ by 7 inches.

Having no wording whatever upon them, these styles differ materially from the large variety of the Goes Stock Certificates.

ALL Printers, regardless of their specialties, will find them attractive, and appropriate for ALL purposes that require dignified, high-grade bordered blanks.

Canadian Printers and Stationers are referred to Grand and Toy, Limited, Toronto; Charles F. Dawson Limited, Montreal; Willson Stationery Company, Limited, Winnipeg, for further information regarding the Goes Blanks.

The Goes Printer's Helps
also include blanks for

Common-Law Certificates — *Bonds*
Stock Certificates — *Diplomas*
Interim Certificates and *Certificates of Award*

The Goes Art Advertising
Check-Book and Business-Card Blotters

Monthly Service Cards — *Calendar Pictures*
Mailing Cards — *Calendar Mounts*
Blotters — *Calendar Cards*

Lithographed Calendar Pads
New and beautiful full-color blotter designs, prepared especially for Easter publicity, will soon be available.

When requested, we will send samples or descriptive matter of any or all the Goes Products.

Goes Lithographing Company
41 West 61st Street, Chicago

A Trip Around the World

¶A trip around the world with a well-known advertising man as your guide — studying the advertising art of the entire world. Would n't that be an interesting experience? Through England, France, Germany, Spain, Italy, Africa, India, the Orient, Australia, and South America, analyzing the advertising methods of these countries, finding why they advertise differently, studying their national traits, prejudices, ideals, and habits — the whys and wherefores of advertising and advertising art throughout the world.

¶THE PRINTING ART in the March issue begins a series of articles entitled *The Advertising Art of Foreign Countries*, written by a well-known practical advertising man and artist — a man who *knows* foreign advertising.

¶The articles will be illustrated throughout, and no expense will be spared to make the series a practical reference work for advertising men, artists, export men, and manufacturers.

We believe this series to be the first of its kind ever published bringing an analysis and study of the advertising of the world's nations under a single head — a ready reference library invaluable to any man interested in advertising or commercial art.

There will be twelve, possibly more, articles in the series — each article carrying a wealth of information and valuable ideas. They will be interesting, *unusual*, and INVALUABLE.

Your name and address on the form herewith will start your subscription — MAIL IT *NOW*.

The department "Selling by the Printed World," edited by Mr. Robert Ruxton, appears in THE PRINTING ART every month, chock full of sound common sense an advertising mint for those striving to *sell* by the Printed Word — *Printed Salesmanship*.

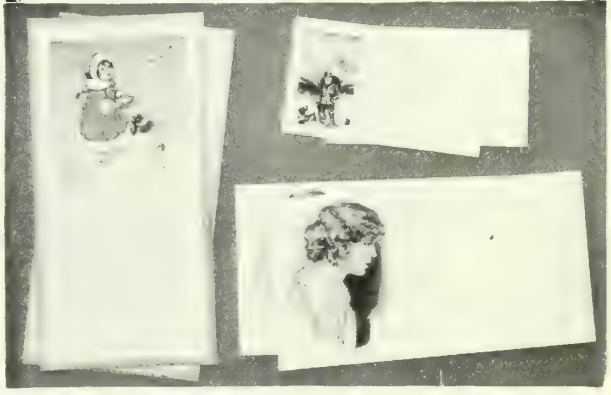
The Printing Art, Cambridge, Mass.

Gentlemen: Please send me THE PRINTING ART for one year, beginning with the number starting the series "The Advertising Art of Foreign Countries." You may send me a bill for $4.00 (Canada, $4.50; Foreign, $6.00) to cover this subscription, which I agree to pay promptly *on the condition that if after receiving three issues, I am not perfectly satisfied, you are to refund the money without question, and I am to keep the three issues without obligation.*

Name _____

Street _____

City and State _____

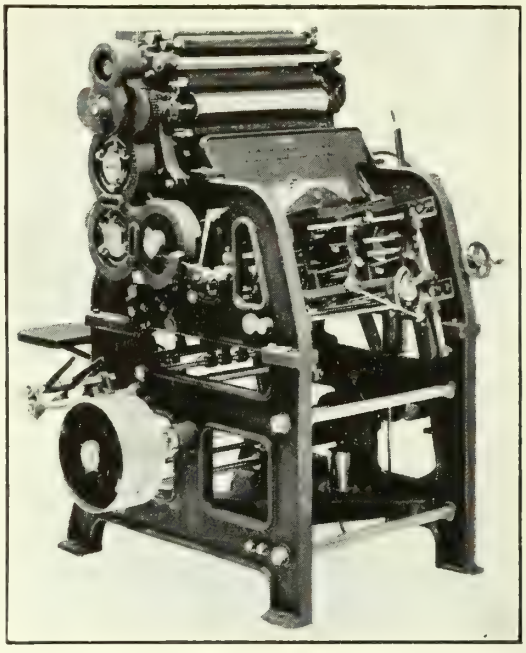




Our New "Service" for You

We have installed the very latest Harris Envelope Blanker Printing Press. Prints your Corner Card and Self-Addressed orders for you in your Own Envelope Department.

The Only "Trade Only" Manufacturers



TORONTO ENVELOPE CO., LIMITED

Your Envelope Department

11 Brant Street, Toronto Adelaide 3425, 3453

A Great Combination:

Ideal Vulcanized Oil Rollers

For Distributors, Ductors, Angles, etc.

AND

Endurance Composition Rollers

for Forms, Platen Presses, etc.

If you do not know what "Ideal" Rollers are, write for descriptive literature. Ideal Rollers will save you dollars this coming summer. Ideal Rollers cannot soften or melt under any pressroom condition.

THE AULT & WIBORG COMPANY OF CANADA LIMITED

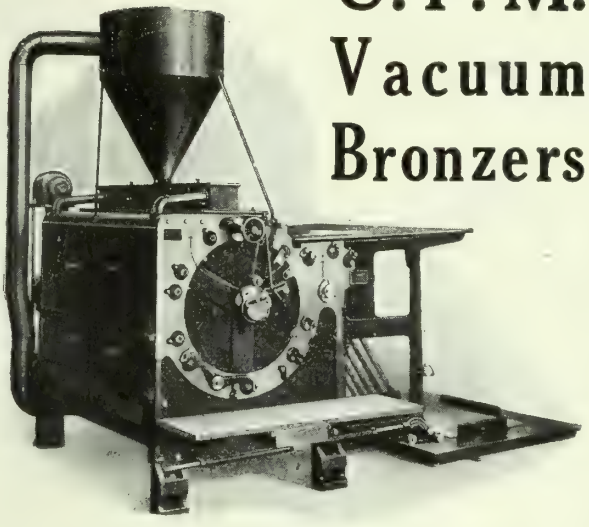
TORONTO MONTREAL WINNIPEG VANCOUVER

UNITED PRINTING MACHINERY COMPANY

22 Houses

that use a total of **111**

U. P. M. Vacuum Bronzers



CANADA

B. C. Printing & Lithograph Co., Vancouver, B. C.	1
Lawson & Jones, Ltd., London, Ont.	1
Miller Lithographic Co., Ltd., Toronto, Ont.	1
Royal Printing & Lithographing Co., Halifax, N.S.	1
Standard Lithographic Co., Ltd., Toronto, Ont.	1
Stovel Co., Ltd., Winnipeg, Man.	1

UNITED STATES

U. S. Printing & Lithograph Co.	24
Robert Gair Co.	10
Stecher Lithograph Co.	8
Forbes Litho Mfg. Co.	7
Calvert Lithograph Co.	6
National Folding Box & Paper Co.	6
Nevins Church Press	6
American Lithograph Co.	5
Wm. Steiner, Sons & Co.	5
Brockway-Fitzhugh-Stewart-Inc.	4
Columbia Graphophone Co.	4
Heywood, Strasser & Voigt Litho. Co.	4
Ketterlinus Litho. Mfg. Co.	4
Multi-Colortype Co.	1
Pasbach-Voice Lithograph Co.	4
Simpson & Doeller Co.	4

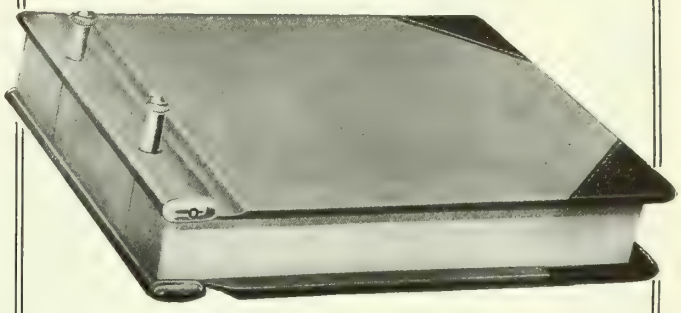
RE-ORDERS TELL

UNITED PRINTING MACHINERY CO.

38 Park Row, New York — 604 Fisher Bldg., Chicago — 83 Broad St., Boston

LUCKETT'S STERLING LINE

Made in Canada



STYLE D E

Sectional Post Binders and Metals

For Quick Delivery, Reliability and Hard, Long Service the End-Lock Binder Cannot be Equaled.

There is a large number of stock sizes that can be shipped at once and specials in any practical length or spacing can be supplied promptly. : :

Complete Binders or Metals Only

Did you get your copy of our new Catalog No. 3 and Price List? If not, it is yours for the asking.

Vawter - Luckett, Limited

successors to

Luckett Loose Leaf Limited

TORONTO, 545 King St. West — MONTREAL, 207 St. James Street



J. M. Huber says:

"For black and colored inks that dry too slowly and are too heavy in body you can't beat

OZODO DRYER

(Registered Trademark)

It makes inks dry hard and rapidly, and prevents them from picking the paper and filling up the fine lines."

Manufactured and sold only by

J-M-Huber

DRY COLORS CARBON BLACK VARNISHES PRINTING INKS

366-378 Adelaide St., West -:- Toronto, Canada

Values in Rebuilt Equipment

1 Cleveland Folder, capacity 19 x 36, 3 right-angle and 3 parallel folds.

1 Mentzies News and Job, 4 right-angle folds and sheet insert and paster; capacity 36″ x 48″.

1 L. K. White numbering machine pager; 6 figure foot power.

1 22 x 27 Drum Cylinder Press in first class order.

Presses, Cutter, Stitchers and Supplies.

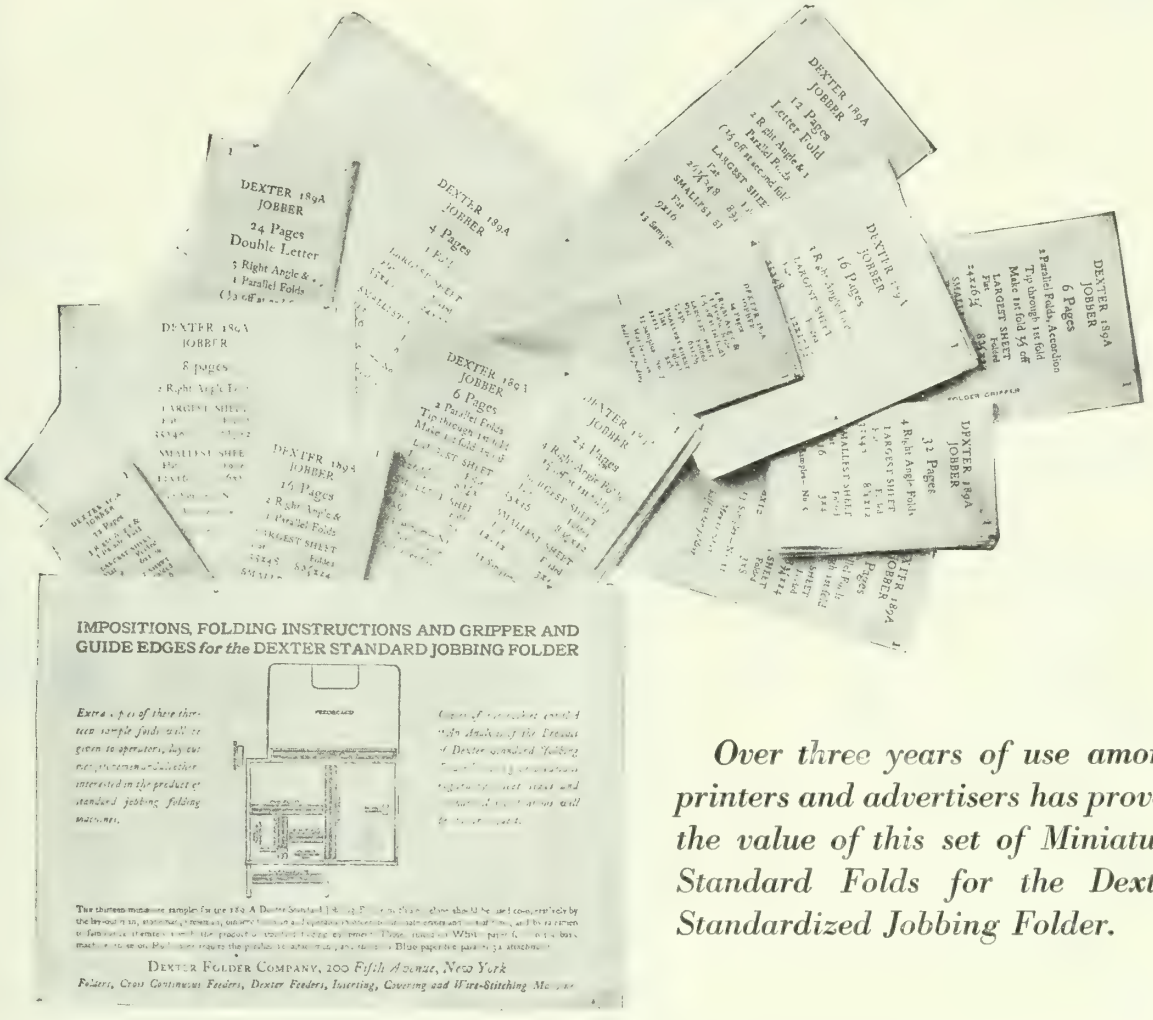
1 ½″ Perfection Power Stitcher.
1 5/16″ Perfection Power Stitcher.
1 ¾″ Brehmer Power Stitcher
1 3/16″ hand and foot power Brehmer.
1 ⅞″ Rosback with motor.
1 13 x 19 W. & B. rebuilt complete with power fixtures.
1 10 x 15, 2 8 x 12, 2 7 x 11.
1 30″, 1 26″, 1 25″, 2 19″ Paper Cutter, Lener.
1 32″ Power Automatic Clamp Paper Cutter, modern machine

MACHINE BUILDERS LIMITED

738 St. Paul St. West, Montreal

Manufacturers and Dealers in New and Rebuilt Printing, Bookbinding and Boxmaking Machinery of every description.

Over 10,000 Sets of These Miniature Folds Are in Use—*Have You Your Set?*



Over three years of use among printers and advertisers has proven the value of this set of Miniature Standard Folds for the Dexter Standardized Jobbing Folder.

Get your salesmen, layout men, stone men and bindery operators sets of these miniature folds for the Dexter Standardized Jobbing Folder.

The use of these folds makes for economy not only in the Bindery, but also in the Press Room. They are all adapted to work and turn forms without tumbling the sheet, and in many cases cut the presswork in half.

A careful analysis of folding requirements made by this company shows that approximately 98% of booklet, catalog and house organ folding comes within these thirteen standard folds.

Send for your set today.

DEXTER FOLDER COMPANY, 28 West 23rd St., New York

Folders, Cross Continuous Feeders, Dexter Pile Feeders, Automatic Clamp Cutters, Kast Stitcher Feeders and Wire-Stitching Folders

CHICAGO PHILADELPHIA BOSTON CLEVELAND DALLAS ATLANTA SAN FRANCISCO

Buntin Gillies & Co. Limited

B & G & Co.

GENOA BOND

White Wove

A good general purpose Bond paper at a medium price

Reams, per lb. 26½c
Cases, per lb. 25½c
Tons, per lb. 23c

Stocked in—

17x22—16, 20, 24 lbs.
17x28—20½, 25½ lbs.
19x24—19½, 24½ lbs.
22x34—32, 40, 48 lbs.

Write for samples

BELL-FAST BOND

A high-grade Bond paper carefully made for the better class of Correspondence and Commercial Forms.

White Wove

Reams, per lb. 37c
Cases, per lb. 35½c
Tons, per lb. 32c

Blue Wove

Reams, per lb. 38½c
Cases, per lb. 37c
Tons, per lb. 33½c

Stocked in—

White Wove

17x22—*13, 16, 20, 24 lbs.
17x28—*16½, 20½, 25½, 30½ lbs.
19x24—19½, 24½ lbs.
22x34—32, 40, 48 lbs.

Blue Wove

17x22—16, 20 lbs.
22x34—32, 40 lbs.

*Paper on a basis lighter than 17x22—16 lbs. will be charged as 17x22—16 lbs.

Write for samples

B & G & Co.

WHOLESALE
Stationers
and Paper Dealers
HAMILTON

THE SUMMIT OF QUALITY
ESLEECK'S THIN PAPERS
MADE AT TURNERS FALLS, MASS. BY
ESLEECK MFG. COMPANY

Quality Counts

In business offices it pays to use papers that are right for the purpose in view.

Esleeck's Thin Papers

are made of clean new rags, in a mill where quality dominates.

They are right for important uses in every business office.

Sold by leading paper merchants.

Ask Dept. H. for Samples

ESLEECK MFG. COMPANY
TURNERS FALLS, MASS.

Printing
and
Lithographing Machinery
of all kinds

Complete Service for Rebuilding and Moving Presses. Agents for Rosback Perforators and Stitchers, Bunn Tying Machines, Southworth Punches and Holdfast Hangers. All kinds of Printing and Lithographing Materials.

Thomas W. Hall Co. Inc.

409 Ninth Avenue, New York City

2 Blocks from Penn Station

Printers and Lithographers

INK REDUCERS
In 2 and 5 lb. Tins

PEDROLINE
for Letter Press prevents peeling of coated and enamel papers

KROMOLINE
for Litho. Best ink easer and improver. Specially good for offset work.

Glues, Pastes and Gums for all purposes

Beveridge Supply Co., Ltd.
628-630 St. Paul St. W. - - Montreal

INDIAN  BRAND

GUMMED PAPERS

Have been used for years, and the demand for this Canadian made sheet is growing by leaps and bounds. There is a reason for this. Quality is there, and any jobber can supply your needs promptly.

Canadian Nashua Paper Co.,
LIMITED

Sold through all Prominent Jobbers

EQUALLY attractive either as a book or cover paper, UTILITY-ACCORD serves a double purpose. Perfectly matched for color and texture in several weights, it may be used for text or covers for light or heavy mailing units.

UTILITY-ACCORD

Serves the Advertiser Well.

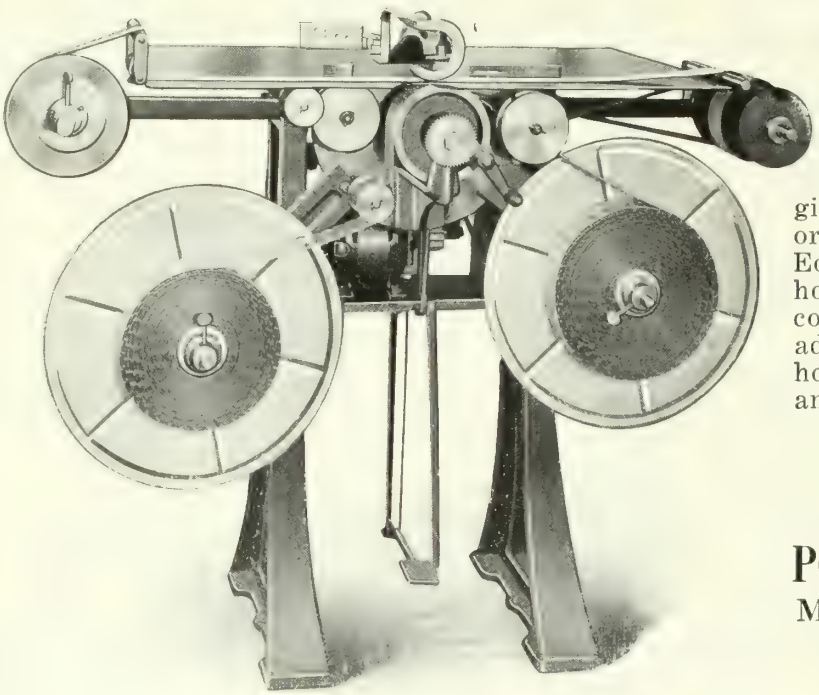
It is made in seven attractive colors in 20x20—65 lbs. and 20x26—130 lbs.; also in 25x38—60 lbs.

Have You a Sample Book of UTILITY-ACCORD?

NIAGARA PAPER MILLS

LOCKPORT, N.Y.

Pollard-Alling Style H. Motor Driven Addresser



Style H—motor-driven Addresser prints addresses for mailer strip on paper in rolls, office proof for reference, newspapers and publications directly on margin, cut wrappers, envelopes or anything to be addressed. Equipped with one-sixth horsepower motor and counter. Capacity 10,000 addresses on mailer strip per hour; 3,000 addresses on anything hand fed.

It will pay you to get our literature.

POLLARD-ALLING
Manufacturing Co.

220-230 West 19th Street
New York, N. Y.

for

Economy

and working properties in

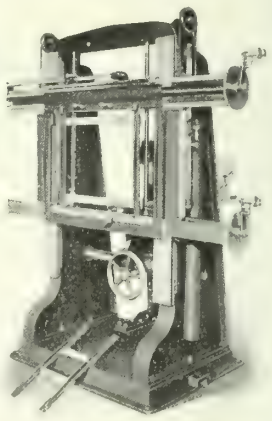
Three-Colour INKS

you cannot do better than place orders with

Shackell, Edwards & Co.
Limited
127 Peter Street
TORONTO

LITHOTEX

Photo-Mechanical Machines



For manufacturers of design fabrics, including cloth, silks, oilcloth, wallpaper, etc.—and for lithographers.

Photo-Mechanical machines and processes for making designs for printing rollers and for placing same on rollers, and also for making up zinc plates for lithographic work.

The Lithotex Corporation solicits your order for one of its installations consisting of step and repeat machine, cameras, printing frame, machine for placing designs on printing rollers and [illegible] processes; or for any part thereof that may be useful in your business.

Inquiry may be made for further particulars at the Company's home office, 43 Cedar Street, New York City, or to

Canada Machinery Corporation, Limited
GALT, ONTARIO, CANADA

Where Machines Will be Made Upon Order

Machines and processes covered by the following Canadian patents:

Pat. No.	Date	Pat. No.	Date
131,305	Feb. 28, 1911	140,325	May 14, 1912
136,203	Oct. 17, 1911	140,760	May 28, 1912
137,277	Dec. 12, 1911	141,157	Oct. 8, 1912
137,391	Dec. 19, 1911	143,172	June 18, 1912
137,392	Dec. 19, 1911	146,285	Mar. 4, 1913
137,393	Dec. 19, 1911	149,258	July 15, 1913
139,317	Mar. 26, 1912	149,259	July 15, 1913

Buyers' Guide



Newspaper and Magazine Accounts *EVERYWHERE*

Send us your delinquent accounts. Let us turn them into cash for you.

No Collection, No Charge—Prompt Returns.

Reult - Reult

REFERENCES—The Bank of Nova Scotia and over 200 satisfied Canadian publishers for whom we have been collecting for the last nine years.

The Canadian Mercantile Agency
OTTAWA, CANADA

WE PAY
SPOT CASH
FOR
Type Metal Drosses
Old Small Type
Electros and Stereos

CANADA METAL CO.
LIMITED
Reclaiming Department
TORONTO

GREAT WESTERN SMELTING and Refining Company
Vancouver, B.C.

TYPE METAL
—For the—
LINOTYPE, MONOTYPE AND ALL TYPESETTING MACHINES

STEREOTYPE METAL

"Great Western" Quality is Dependable and Prices are the Best.

THE firms listed in this Buyers' Guide are all advertisers in PRINTER AND PUBLISHER. *Refer to the ads. by consulting the Index. Our interests are mutual—tell the advertisers you read their ad. in* PRINTER AND PUBLISHER. *Patronize* PRINTER AND PUBLISHER *advertisers—they are all definitely interested in the promotion of efficiency in equipment and service in Canada's allied printing trades.*

ADDRESSING MACHINES
The Challenge Machinery Co., Grand Haven, Mich.
Miller & Richard, Toronto, Ont.
Pollard-Alling Co., New York, N.Y.
Toronto Type Fdry Co., Ltd., Toronto, Ont.
Westman & Baker Limited, Toronto.

BADGES, METAL, RIBBON AND CELLULOID
Bastian Bros., Cobourg, Ont.

BALERS FOR WASTE PAPER
Golding Mfg. Co., Franklin, Mass.
Logan, H. J., Toronto.
Miller & Richard, Toronto, Ont.
Stephenson, Blake & Co., Toronto.
Stewart, Geo. M., 92 McGill St., Montreal.
Toronto Type Fdry Co., Ltd., Toronto, Ont.
Westman & Baker Limited, Toronto.

BINDERY EQUIPMENT AND SUPPLIES
(See also CUTTING MACHINES)
Hickok Mfg. Co., Harrisburg, Pa.
Berry Machine Co., St. Louis, Mo.
Dexter Folder Co., New York.
Golding Mfg. Co., Franklin, Mass.
Hall Co., Inc., Thomas St., New York City.
Logan, H. J., Toronto.
Machine Builders Ltd., Montreal.
Morrison Co., J. L., Toronto, Ont.
Stephenson, Blake & Co., Toronto.
Stewart, G. M., Montreal.
Toronto Type Fdry Co., Ltd., Toronto, Ont.
Westman & Baker Limited, Toronto.

BINDERS—LOOSE LEAF
Vawter-Luckett Co, Toronto

COMPOSING ROOM EQUIPMENT
(See also LEADS, SLUGS AND TYPE)
The following list covers Iron Furniture—
Hall Co., Inc., Thomas St., New York City.
Hamilton Mfg. Co., Two Rivers, Wisconsin.
Miller & Richard, Toronto, Ont.
Printers' Ideal Equipment Mfg. Co., Toronto.
Stephenson, Blake & Co., Toronto.
The Challenge Machinery Co., Grand Haven, Mich.
DeCarle-Wareham Co., Toronto.
Toronto Type Fdry Co., Ltd., Toronto, Ont.
Westman & Baker Limited, Toronto.

COUNTING MACHINES
Miller & Richard, Toronto, Ont.
Stephenson, Blake & Co., Toronto.
Toronto Type Fdry Co., Ltd., Toronto, Ont.
Westman & Baker Limited, Toronto.

CUTTING MACHINES—PAPER
Golding Mfg. Co., Franklin, Mass.
Miller & Richard, Toronto, Ont.
Morrison Co., J. L., 445 King St. W., Toronto.
Stephenson, Blake & Co., Toronto.
The Challenge Machinery Co., Grand Haven, Mich.
Toronto Type Fdry Co., Ltd., Toronto, Ont.
Westman & Baker Limited, Toronto.

COLLECTION AGENCIES
Canadian Mercantile Agency, Ottawa.

EFFICIENCY EXPERT
Pepper, J. L., 602 Lumsden Bldg., Toronto.

ELECTROTYPING AND STEREOTYPING
Rapid Electrotype Co. of Canada, Toronto.
Toronto Electrotype & Stereotype Co., Toronto.

ELECTROTYPE AND STEREOTYPE BASES
The Challenge Machinery Co., Grand Haven, Mich.
Toronto Type Fdry Co., Ltd., Toronto, Ont.
Westman & Baker Limited, Toronto.
Miller & Richard, Toronto, Ont.

ELECTROTYPE METAL
Canada Metal Co., Limited, Toronto.

EMBOSSING EQUIPMENT
Golding Mfg. Co., Franklin, Mass.
Stephenson, Blake & Co., Toronto.
Miller & Richard, Toronto, Ont.
Toronto Type Fdry Co., Ltd., Toronto, Ont.
Westman & Baker Limited, Toronto.

ENGRAVERS' EQUIPMENT
Engravers' Machinery Co. of Can., Ltd., Montreal.

McFarlane, Son & Hodgson, Limited

WHOLESALE
PAPER DEALERS
AND
STATIONERS

14 ST. ALEXANDER STREET
MONTREAL

SEE
PAGE
53
?

What is the
PRINTER & PUBLISHER
to Canada?

The National Printer-Journalist is the same to the United States

Send 25c. for a sample copy

National Printer-Journalist
(in its 37th year)
4610 Ravenswood Avenue
CHICAGO, ILL.

Buyers' Guide

TICONDEROGA PULP AND PAPER CO.

Machine Finish, Special Magazine and Antique Finish

BOOK, MAGAZINE, COATING, LITHOGRAPH AND MUSIC

PAPERS

Mills at Ticonderoga, N Y.

Sales Department

Rooms 800-816. 522 Fifth Avenue, New York



BERRY ROUND HOLE CUTTER

Drills or "cuts" clean holes through any paper or pasteboard stock ten times as fast as a die punch.

Will drill from one to six holes in one operation. Built in Four Models.

Berry Machine Co.

300 N. Third St. St. Louis, Mo.

WHILE-U-WAIT



RUBBER STAMP-MAKING OUTFITS

Require only **eight minutes** to make rubber stamps. Will also make **Hard Rubber Stereotypes** for printing. A few dollars buy complete outfit.

Send for catalog

The Barton Mfg. Co

83 Duane Street New York, N.Y.

RATE FOR CLASSIFIED ADVERTISING

Rates (payable in advance.): Two cents per word. Count five words when box number is required. Each figure counts as one word. Minimum order $1.00. Display rates on application.

ENGRAVERS
Legge Bros., Toronto, Ont.
National Photo Engraving Co, Montreal.

ENVELOPE MANUFACTURERS
Toronto Envelope Co., Toronto.
Dawson Ltd., W. V., Montreal and Toronto.

ESTIMATING AND COST SYSTEMS
Porte Publishing Co., Salt Lake, Utah, U.S.A., and 32 Temperance St., Toronto.

FEATURES AND READY PRINT SERVICE
International Syndicate, Baltimore, Md

GUMS, PADDING AND PASTES
Beveridge Supply Co., Ltd., Montreal, Que.

INK (PRINTING) MANUFACTURERS
(*Including Bronzing Powders.)
Ault & Wibourg Co., Toronto, Ont.
Canada Printing Ink Co., Toronto.
Columbia Printing Ink & Roller Co., Vancouver, B. C.
Dominion Printing Ink Co., Ltd., Toronto.
Huber Ink Co., Toronto.
Manton Bros., Toronto, Ont.
Shackell, Edwards & Co., Ltd., Toronto.
Sinclair, Valentine & Hoops, Ltd., Toronto, Ont.

LEADS, SLUGS AND TYPE
DeCarle-Wareham Co., Toronto.
Great Western Smelting & Refining Co., Vancouver, B.C.
Miller & Richard, Toronto, Ont.
Stephenson, Blake & Co., Toronto.
Toronto Type Fdry Co., Ltd., Toronto, Ont.
Westman & Baker Limited, Toronto.

LITHOGRAPHERS
Goes Lithographing Co., Chicago, Ill.

MAILING MACHINES
Miller & Richard, Toronto, Ont.
Chauncey Wing's Sons, Greenfield, Mass.
Pollard-Alling Co., New York, N.Y.
Rev. Robert Dick Estate, Buffalo, N.Y.

MAILING GALLEYS
Miller & Richard, Toronto, Ont.
The Challenge Machinery Co., Grand Haven, Mich.
Toronto Type Fdry Co., Ltd., Toronto, Ont.
Westman & Baker Limited, Toronto.

METAL
(For all kinds of Typesetting Machines and for stereotyping purposes.)
Canada Metal Co., Limited, Toronto.
Great West Smelting & Refining Co., Vancouver.

METAL FURNITURE
De Carle-Wareham Co., Toronto.
Miller & Richard, Toronto, Ont.
Mono-Lino Typesetting Co., Toronto.
The Challenge Machinery Co., Grand Haven, Mich.
Toronto Type Fdry Co., Ltd., Toronto, Ont.
Westman & Baker Limited, Toronto.

MOTORS AND TRANSMISSION
Hall Co., Inc., Thomas St., New York City.
Kimble Electric Co., Chicago.
Leslie Electric Co., Toronto.
Manton Bros., Toronto, Ont.
Toronto Type Fdry Co., Ltd., Toronto, Ont.
Westman & Baker Limited, Toronto.

NOVELTIES
Bastian Bros., Cobourg, Ont.

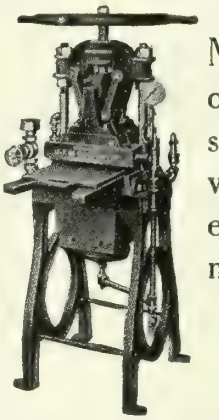
PAPER MANUFACTURERS AND DEALERS
Beveridge Supply Co., Ltd., Montreal, Que.
Buntin, Gillies & Co., Ltd., Hamilton, Ont.
Butler & Jones, Toronto, Ont.
Canada Paper Co., Toronto.
Dawson Ltd., W. V., Montreal.
Don Valley Paper Co., Toronto, Ont.
Esleeck Mfg. Co., Turner's Falls, Mass.
Halls Paper Co., Ltd., Fred. W., Toronto, Ont.
McFarlane, Son & Hodgson, Montreal, Que.
Niagara Paper Mills, Lockport, N.Y.
Ritchie & Ramsay, Ltd., Toronto, Ont.
Rolland Paper Co., Ltd., Montreal, Que.
Butler & Jones, Toronto.
Scott Ltd., J. & J., New York City.
Ticonderoga Pulp & Paper Co., New York.
United Paper Mills, Ltd., Toronto.
Whyte Paper Co., Ltd., Toronto.
Wilson Munroe Co., Toronto.

PAPERS GUMMED
Butler & Jones, Toronto.

PAPER, TYMPAN
Cromwell Paper Co., The, Chicago, U.S.A.
Smith, Davidson & Wright, Limited, Vancouver, B.C.
The John Martin Paper Company, Winnipeg, Manitoba, Calgary and Edmonton, Alta.
Wilson-Munroe Co., Ltd., Toronto.
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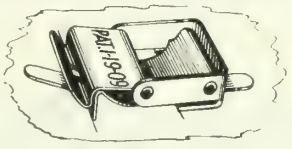
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By the set of 3 with key and extra tongues.

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and
"Hercules" Printers' Rollers
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is our business. A firm grasp on the newest and fastest methods of handling print shop troubles means money in your pocket. Phone for rush service.

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RESULTS

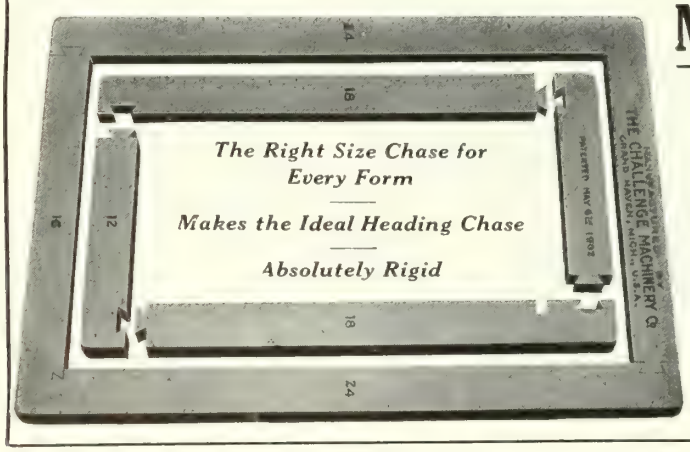
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MIDDLE WEST, U.S.A.

Rates on application. Sample copies 20c.

Subscription $2.00 in United States
$2.20 in Canada.

Scott's Printer & Publisher
A. D. SCOTT, *Editor and Publisher*
LINCOLN, NEBRASKA



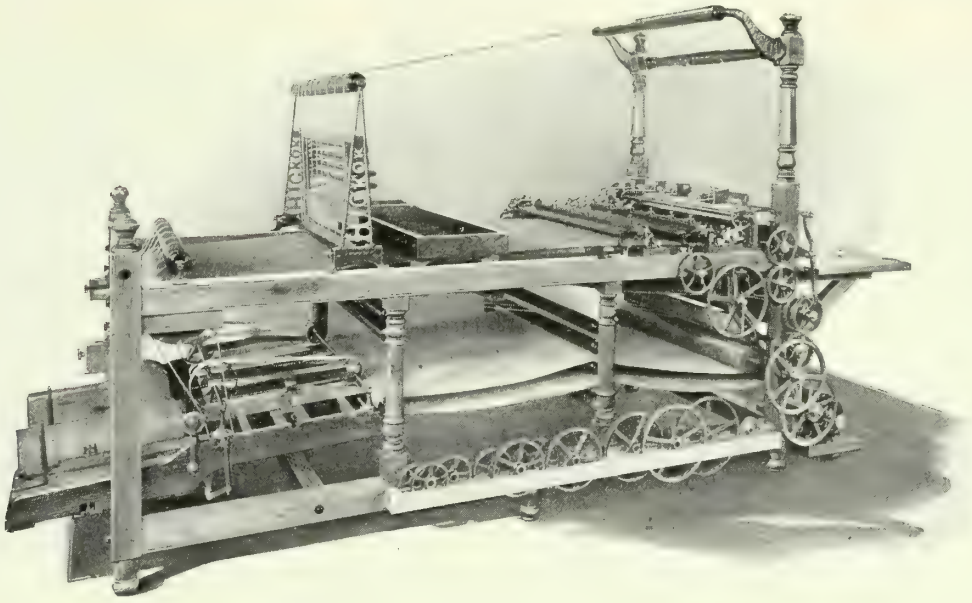
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Chases made up in a minute to fit any shape form. With and without cross-bars. Comes in lengths of 4 to 62¾ inches; each piece 1½ inches wide (cross-bars ¾ inch wide). Stores away in small space. Every length plainly marked with size.

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GRAND HAVEN, MICH., U.S.A.
Chicago, 124 S. Wells Street — New York, 461 Eighth Ave.

In answering advertisements, kindly mention "The Canadian Printer and Publisher"—that's your introduction.



This cut shows our Style 9, 2-beam O. A. Automatic Striker Ruling Machine with Manifold Double-shaft Pen underlift Device and Gear Speed Reducing Mechanism. With this machine the pens can be lifted or dropped from four or more distinct head lines at one feeding of the paper, often saving from 100 to 200% in time on complicated work. This is the best machine for general job work.

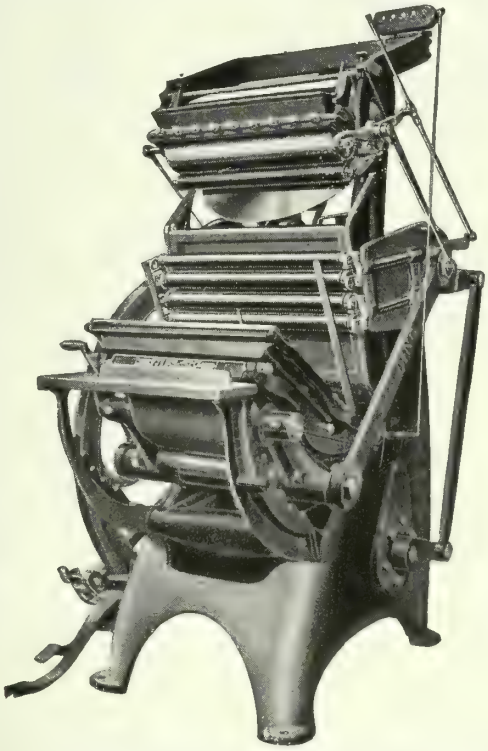
The W. O. Hickok Mfg. Company

Harrisburgh, P. A., U. S. A.

Manufacturers of Bookbinders' and Paper Rulers' Machinery

Est. 1844

The Golding Art Jobber



Named by the Printer Himself as the "Peerless" Press

And if you will ask any owner of a Golding Art Jobber, he will tell you he prefers it to all other platen presses because his feeders find it easy to feed, the make-ready handy and convenient, the distribution unexcelled, the speed much greater, and the production higher, cleaner and sharper.

And he will also tell you that every job requiring a very rigid impression, such as large rule forms, large halftone and plate forms like window and car cards in colors, booklet halftone pages (four up), printing on wood (like in imitation burnt wood effects) is done on the Golding Art Jobber—easily, quickly, and at a profit.

Golding Manufacturing Company

FRANKLIN - MASS.

We also manufacture the Golding Jobber, Pearl Press, Official Press, Golding Auto-Clamp and Hand Clamp Power Cutters, Golding Hand Lever Cutters, Pearl Cutters, Boston and Official Card Cutters, Little Giant Lead and Rule Cutters and Golding Tablet Presses.

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Are in Big Demand Do You Handle Them?

EVERY printer who appreciates the ready demand for Blank Books can derive a steady source of income by handling our extensive, high quality line of supplies.

Figuring Books, Bookkeeping Books, Letter Books, Counter Books, Indexes, Bill Books, Students' Note Books, Order Books, Writing Pads and scores of others are available.

They are fully described in our big 75-page catalogue. May we send it?



Line 25: Bound Imitation Red Russia Leather back and corners, raised bands, heavy black cloth sides, gilt finishing. One of our best sellers.

W. V. Dawson, Limited

MONTREAL TORONTO OTTAWA QUEBEC

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The Machine that Lasts

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MORE THAN 43,000 IN USE

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THE MACHINE THAT LASTS

CANADIAN LINOTYPE LIMITED

119 Adelaide Street, West

TORONTO

822. 2-A

This advertisement is composed entirely of LINOTYPE *material*

April
ISSUE

Volume 31, Number 4

Toronto, Canada, 1922

THE CANADIAN PRINTER & PUBLISHER

THE MACLEAN PUBLISHING CO. LIMITED
TORONTO - MONTREAL - WINNIPEG

FIBRESTOC COVERS Registered

Unequalled for All-Round Usefulness and Economy

FIBRESTOC is finely adapted for color printing and embossing and is made in all the popular colors—buff, lavender, gray, robin's egg, blue, russet, brown, wine, green, and white.

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Paper represents a big item in printing costs—practise economy by using **Fibrestoc** Cover. Made in Canada, it saves you import charges and exchange rates.

Send for Sample Book

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Barkwell Paper Co. .....Winnipeg
Brown Bros., Limited.....Toronto
Buntin, Gillies & Co., Limited, Hamilton
Buntin, Gillies & Co., Limited...Ottawa
Canada Paper Co., Limited....Montreal
Canada Paper Co., Limited.....Toronto
Clark Bros. & Co., Limited....Edmonton
McFarlane, Son & Hodgson, Ltd., Ottawa
McFarlane, Son & Hodgson, Limited, Montreal
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L. P. Turgeon .....Quebec

CANADA PAPER CO. LIMITED

TORONTO MONTREAL WINDSOR MILLS, P.Q.

MADE IN CANADA







BEHIND THE CRAFTSMEN

Every printer knows that good Craftsmanship must be supported by high-grade materials. Good Inks are among the most important elements necessary to good craftsmanship. Make a careful choice therefore of your printing inks! There are none better than DOMINION INKS.

Best Black Inks

No matter what kind of printing you use we can fill your requirements; for general all round printing use **"Dominion Black"** for fine work on coated stock **"Dominion Superior Halftone Black"** is unbeatable.

Samples of Inks Gladly Submitted

THE DOMINION PRINTING INK AND COLOR COMPANY, LIMITED

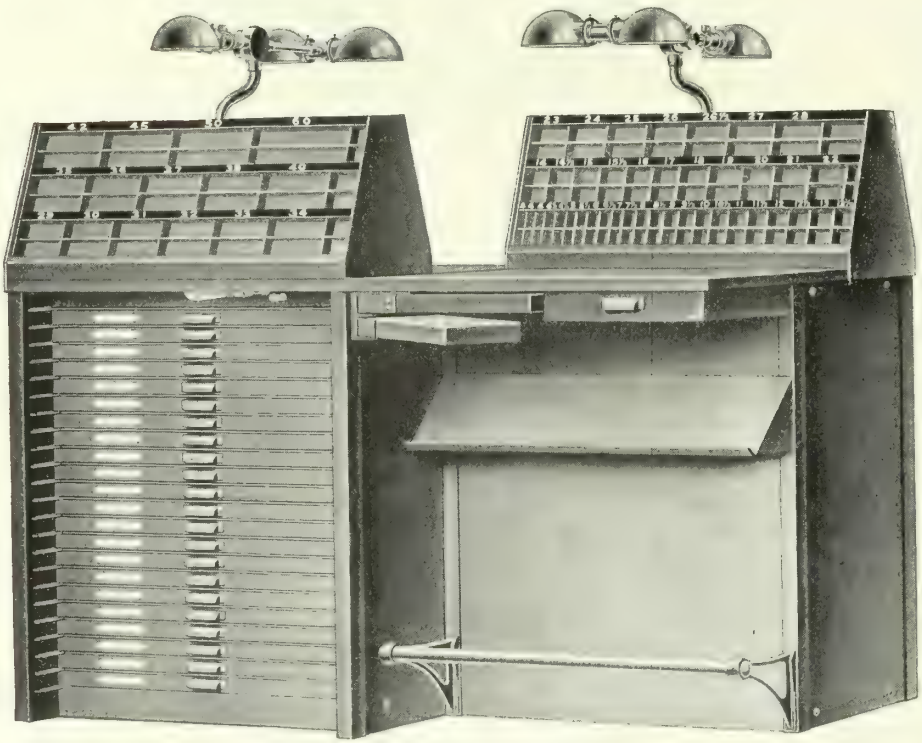
128-130 Pears Avenue, Toronto, Canada

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JOHN MARTIN PAPER CO., LTD.
WINNIPEG CALGARY EDMONTON

CHAS. H. TICE, MANAGER FOR EASTERN CANADA
128 BLEURY ST., MONTREAL
PHONE PLATEAU 2641

Hamilton Newspaper Cabinet



Steel—No. 471-B

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Contains 42 full-size California Job and two Blank Cases in two tiers.
Two Pyramid Banks for leads and slugs.
Copy drawers and Galley Dumps.
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Blued-Steel Foot Rails.
Lights over cases and overhead.
Emeraldite Shades when specified.
Floor space required, 36 x 70 inches.
Height to working surface, 41 inches.
Height to top of Pyramid Bank, 55 inches.
Finish: Olive Green Enamel, Baked on.

Manufactured by

The Hamilton Manufacturing Company

TWO RIVERS, WISCONSIN
Eastern House, RAHWAY, N. J.

Hamilton Goods are For Sale by All Prominent Type Founders and Dealers Everywhere

ENTHUSIASTIC CUSTOMERS ARE THE BEST RECOMMENDATION

"The Ink Pumps require but very little attention and with their use we get very fine results."

"We take pleasure in advising that we have used the new Hoe Superspeed Press on editions varying in size from 16 to 40 pages and we are delighted with the results.

"The ink pumps require but very little attention and with their use we get very fine results.

"We thoroughly believe that the Superspeed is the last word in printing equipment, which confirms our judgment in buying the machine, after a thorough inspection of other styles made by yourselves and other manufacturers of printing presses."

THE BINGHAMTON PRESS COMPANY,
R. E. BENNETT, *Business Manager.*

"There is no doubt in our minds that the printing, saving of ink and neatness as a whole of the Hoe Ink Pump Distribution cannot be equalled today."

"We are very much pleased to be in a position to give you facts pertaining to your latest development of the Hoe patented ink pumps on our latest Superspeed Octuple Press.

"Too much praise cannot be given these patented ink pumps, and we feel that it is quite a step taken in advancement in the perfecting of newspaper printing. There is no doubt in our minds that the printing, saving of ink, and neatness as a whole, cannot be equaled to-day on the market. Also by the use of these ink pumps there are no dirty ink fountains to contend with.

"We have now had your patented ink pumps in operation about one year, during which time we have never had occasion to shut down the press at any time because of the ink pumps not functioning properly."

SEATTLE TIMES,
S. A. COMISKEY, *Mechanical Sup't.*
Approved: C. B. BLETHEN, *Publisher.*

EVENTUALLY YOU TOO WILL ADOPT THE HOE PATENTED AUTOMATIC PUMP SYSTEM OF INK DISTRIBUTION

R. HOE & CO.

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CHICAGO, ILL.

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7 Water Street
BOSTON, MASS.

20th Century Black

A Magazine Ink Without Equal

40c Per lb.

In 100 lb. lots
or 50 cents for less in 5 or 10 lb. cans

Soft—dense—excellent covering quality—a quick dryer—will not offset—can be backed up quickly—ideal for short runs—unequalled for long runs. It covers equally well on all kinds of super-calendered as on coated stock. That hard paper has no terrors for this ink.—Ask for sample.

CHARLES BUSH LIMITED

105-111 Davenport Road - - Toronto, Canada

BINDERY MACHINERY AND SUPPLIES

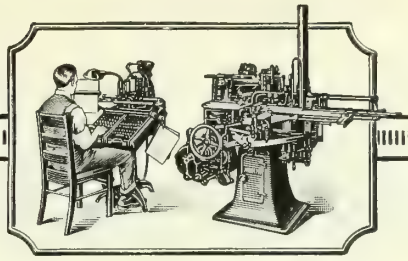
The complete line—everything you need for your bindery

Bindery Machinery—

We have the right machine for every phase of bookbinding work—cutters, folders, stitchers, punches, perforators, and numerous other smaller machines. To give you a thoroughly complete line is our aim. You can get your order promptly filled by us for any type of bindery machinery, and every machine is made by firms whose names are a guarantee of the highest quality. We offer our customers only the best. Years of experience have taught us your needs and, with new and greater facilities both for carrying stock and for distribution, we can offer you the best in bindery machinery, quick shipment, a full line of parts and expert erection and inspection. Send for literature on bindery machinery.

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Universally Versatile

The owner of *one* Monotype can do anything that can be done by the largest Monotype plant in the world.

One for all—all in one. Unit-built. Add-a-unit when you need it.

No Monotype is obsolete ever. Every new unit makes the Monotype a new machine.

Yesterday's Monotype is ready to do the work of tomorrow.

And always, linked with the Monotype, are *quality* and *service*.

LANSTON MONOTYPE MACHINE CO.

NEW YORK CHICAGO BOSTON PHILADELPHIA
TORONTO BIRMINGHAM

Monotype Company of California:
SAN FRANCISCO

The Monotype

352

The Barrett

ADDING, LISTING AND CALCULATING MACHINE
Merit-Proved and Monotype-Made
Portable, Noiseless
Proves the Work—PRINTS the Proof
Ask for demonstration

The Barrett

B in Boston
August 28 to September 2

Exhibitor
Boston Graphic Arts Exposition

Two lines that you will appreciate!

CONSUMERS BOND

WATER MARKED MADE IN CANADA

CONSUMERS BOND is the oldest of the popular-priced sulphite Bonds on the market and it still occupies the foremost position, *having proven itself to be the bond for the consumer.*

CONSUMERS BOND is carried in white and nine distinctive colors—blue, pink, buff, green, salmon, canary, grey, russet and golden rod—all standard sizes and weights. It is the ideal paper for inter-office and factory forms where distinctive colors are desired by the different departments to facilitate quick identification of the different forms.

Are you on our mailing list for Consumers Stock Card?

Waverley Linen Ledger

WATERMARKED (WHITE ONLY) MADE IN CANADA

WAVERLEY LINEN LEDGER is made expressly to meet the demands for a low-priced ledger paper suitable for ledgers, blank books, loose-leaf sheets, etc. It has an excellent writing surface; it rules well, it stands repeated erasures without injury to the surface of the paper

ALL LEDGER PAPER SIZES AND WEIGHTS CARRIED IN STOCK

A Sample Sheet will enable you to realize the splendid value offered.

The WILSON

DUNCAN STREET :

In answering advertisements, kindly mention "The Canadian Printer and Publisher"—that's your introduction.

USE

HOLLISTON

BOOK CLOTHS

for DURABLE BINDINGS



In the selection of books pictured above most of the publishers have chosen HOLLISTON "REX VELLUM" for the binding cloth.

For school textbooks particularly----Rex Vellum is most appropriate. This Linen finish fabric in special textbook colors helps to make sturdy books which will hold together and look well in spite of rough usage.

For any class of bookbinding there is a fitting and satisfactory binding at your disposal in the extensive HOLLISTON line.

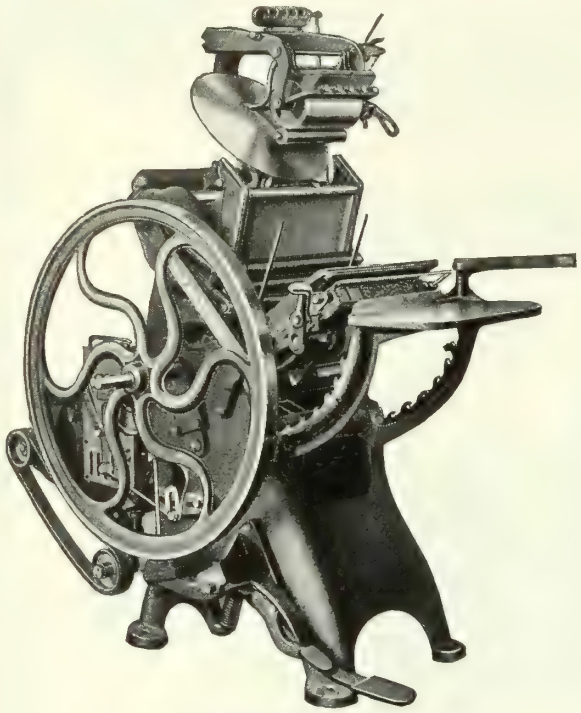
We carry a large stock of HOLLISTON Book Cloths in the popular grades, colors and patterns and the immense reserve stock carried at the mill enables us to give unexcelled delivery service.

Consult us any time a book cloth question arises.
Sample books free for the asking.

MUNROE CO. LIMITED

: TORONTO, ONTARIO

THE GOLDING JOBBER



Made in 8 x 12—10 x 15—12 x 18 and 15 x 21 inch sizes.

Favored Because of Speed, Make-Ready, Distribution, Quality of Product and Durability.

This is what we read from a letter recently received from a successful printer in the vicinity of New York City:

"We have eight Golding Jobbers, regular and art series, and five automatic presses of other makes. Our feeders find it easy to feed the Golding and favor it because of speed, make-ready, distribution, quality of product and durability as superior to all others. The fact that we have added three 10x15 and one 12x18 Golding Jobbers within a year is a very good indication that we realize their superiority."

The illustration shows the Golding Jobber No. 7—10x15-inch size—complete with fountain, duplex, counter, safety feed guard and individual electric motor drive.

Let your next platen press be a Golding Jobber.

GOLDING MANUFACTURING CO.
FRANKLIN, MASS.

We also manufacture the Golding Art Jobber, Pearl Press, Official Press, Golding Auto-Clamp and Hand Clamp Power Paper Cutters, Golding Hand Lever Paper Cutter, Pearl Paper Cutter, Boston and Official Card Cutters, Little Giant Lead and Rule Cutter, Golding Tablet Press.

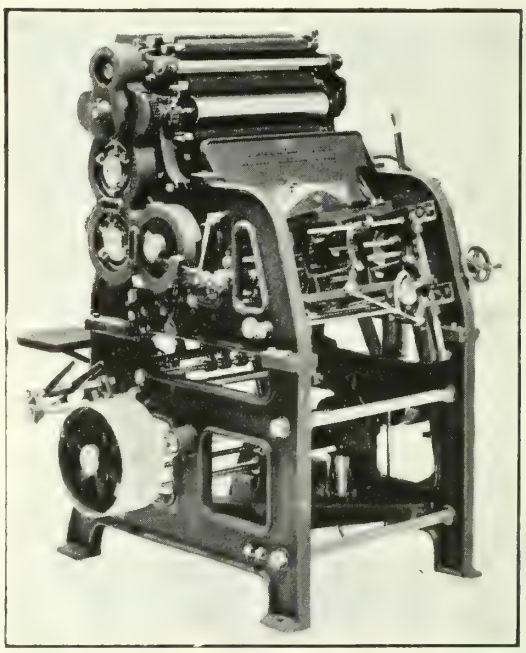


Our New "Service" for You

We have installed the very latest Harris Envelope Blanker Printing Press. Prints your Corner Card and Self-Addressed orders for you in your Own Envelope Department.

If you have not received Price List of April 15, notify us.

The Only "Trade Only" Manufacturers



TORONTO ENVELOPE CO., LIMITED

Your Envelope Department

7-13 Brant Street, Toronto **Adelaide 3425, 3453**



Cromwell Tympan Papers

The preferred Tympan of the Printing Industry

CROMWELL Tympan is a special prepared, absolutely smooth, hard, even sheet that gives sharp, clean impressions with minimum make ready.

It runs longer in the press, never rots, needs no oiling and is moisture proof.

Cromwell Tympan does not swell and assures tight draw sheets always. It resists off sets and permits backing up sheets that are still "green."

If you seek greater economy in your press room and greater perfection of work use CROMWELL Tympan Papers. Write for samples, today!

AVAILABLE IN ROLLS OR SHEETS OF ANY SIZE THROUGH OUR CANADIAN REPRESENTATIVES:—

Smith, Davidson & Wright, Ltd.
VANCOUVER, B. C.

Wilson-Munro Co., Ltd.
TORONTO, ONT.

The Federal Paper Company
MONTREAL, QUE.

The John Martin Paper Co.
Head Office WINNIPEG, Man., also Calgary and Edmonton

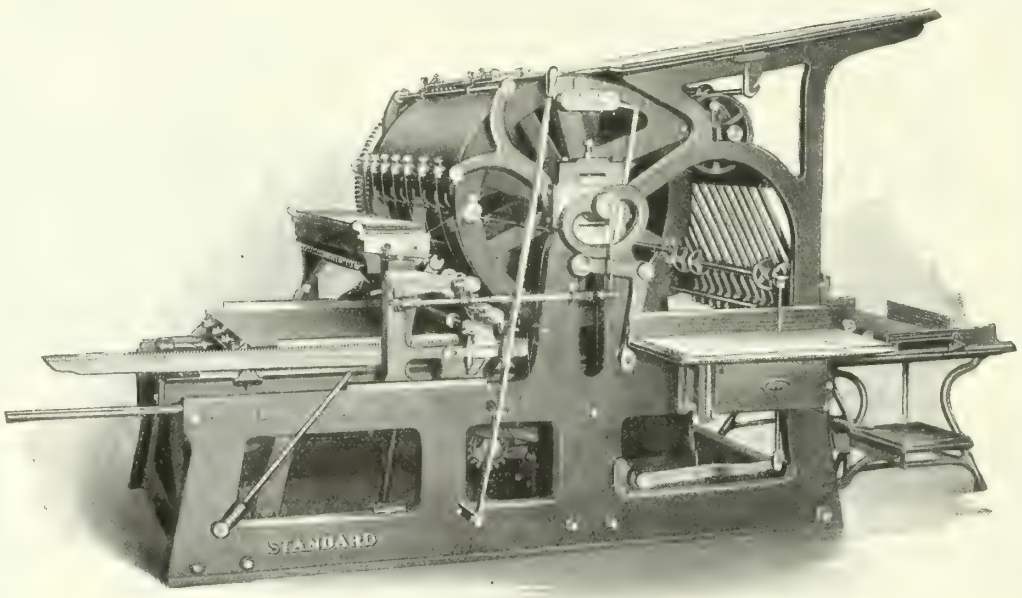


In answering advertisements, kindly mention "The Can adian Printer and Publisher"—that's your introduction.

INTRODUCING A MODERNIZED "OLD FRIEND"

A very successful Manufacturer of Printing says: "Brought up to date in its operating essentials, the drum cylinder press will handle a great deal of ordinary work very profitably, and represent a reduced initial investment."

This "drum cylinder" has been *kept* up-to-date.



The One-Revolution STANDARD

It has a pyramid distribution capable of any work possible on any two-roller press.

The inking device is so constructed that a sweep of a lever carries fountain and rollers away from the cylinder, making everything easy of access for adjustment or removal.

It has silent gripper mechanism, registers perfectly, and will deliver the smallest sheets with a very narrow gripper margin.

It is built in 3 sizes:—27¾ x 40 bed, 33½ x 48 bed, and 38 x 51 bed,—by the builders of the two-revolution UNIVERSAL EQUIPMENT BABCOCK PRESS.

There is an interesting booklet on the subject. Ask for "*The Babcock One-Revolution*" folder.

The Babcock Printing Press Manufacturing Co.

Main Office and Factory—New London, Connecticut
New York Office—38 Park Row

MILLER & RICHARD

SOLE AGENTS FOR CANADA

TORONTO WINNIPEG

• EXHIBITOR •
Boston Graphic Arts Exposition
August 28 to September 2



Established 1810

SAMUEL JONES & CO., LTD.

Non-Curling

Gummed Paper

Now Stocked by the Large
Wholesale Paper Houses
Throughout Canada

We are also Manufacturers of all Classes of Coated and Box Covering Papers, Cloth Lined, etc.

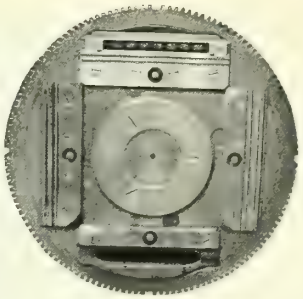
Head Office:

BRIDEWELL PLACE, LONDON, E. C., ENG.

Works:

CAMBERWELL, SURREY TILLICOULTRY, SCOTLAND

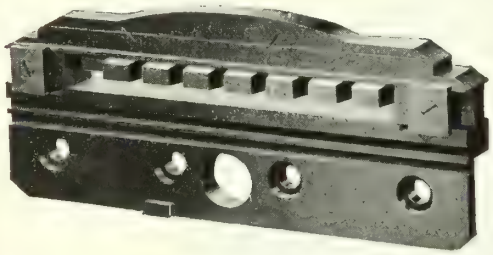
Hours of Time Lost
That Might Be Saved



INNUMERABLE printing jobs require blank space. How are your compositors "blanking out?" Are they using quads, slugs and leads? If they are they are wasting hours of valuable time. They should be using metal furniture. It is ten times quicker. Why are they not using metal furniture? None in the rack in all probability. Be sure of a full rack of metal furniture by using

The Stevenson Furniture Mold

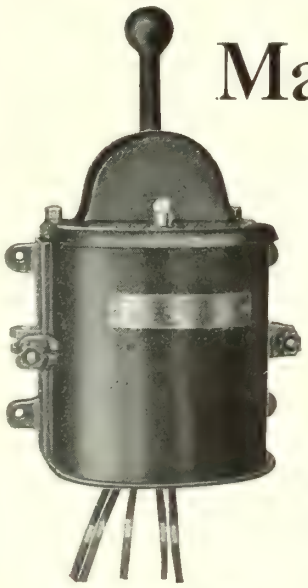
It casts, 6, 12, 18, 24, 30, 36 pt. space and base. Accurate as type. Rigid as steel. Cheap as linotype metal. There are 35 Stevenson Furniture Molds now operating in Canadian plants. Composing room hours are too costly to be wasted—use the Stevenson Furniture Mold.



Ashton G. Stevenson, Inc.
400 S. Hoyne Avenue, Chicago, Ill.

KIMBLE
Master Unit Control

KIMBLE MOTORS



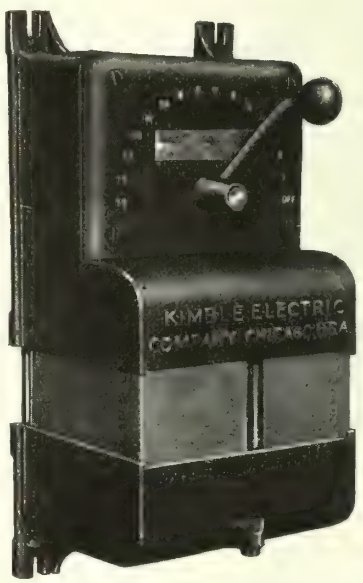
THE MASTER UNIT

DOES MANY USEFUL THINGS
Among them, these:

1. **Prevents accidents.**
2. **Increases output.**
3. **Reduces spoilage.**
4. **Reduces idle stand-by time.**
5. **Conserves power.**

It does all these things by placing the control of press operation—starting, stopping and speed—in the hands of a responsible executive.

Let us explain in detail. Send for Bulletin.



THE DIAL SPEED REGULATOR

KIMBLE ELECTRIC COMPANY

GREAT WEST ELECTRIC CO., 60 Albert St., Winnipeg.
MASCO CO., 75 Richmond St. E., Toronto.

Send for
Bulletin No. A 30.

ANNOUNCEMENT

Westman & Baker, Limited

taken over and now being operated by

Manton Bros.

WE WISH to announce to the printers and publishers of Canada that we have taken over the entire plant and business of Westman & Baker, Limited, Toronto. Westman & Baker has been an outstanding name in the printing trade of this country for 35 years. The amalgamation of this old-established concern with our own large and expanding business will place us in a position to offer greatly improved service—enlarging our connections, increasing our equipment for manufacturing and repair work, and adding to our facilities to serve the trade in every respect.

Dealers and users of W. & B. equipment will be able to secure service as usual in respect to machinery parts. In fact the business formerly conducted by Westman & Baker will be continued under the new arrangement without interruption.

MANTON BROS.

TORONTO WINNIPEG



In answering advertisements, kindly mention "The Canadian Printer and Publisher"—that's your introduction.



The Purpose of the Watermark

The watermark in paper definitely establishes responsibility—it means that the sheet is made up to a standard of quality upon which the maker is willing to stake his reputation.

The "R Shield" Watermark does more—it *guarantees* that the sheet is made up to a standard of quality upon which the maker has built a splendid reputation over a period of forty years.

Five standard grades of Bond Papers, bearing the "R Shield" Watermark are,—

Superfine Linen Record
Earnscliffe Linen Bond
Empire Linen Bond
Colonial Bond
Mount Royal Bond

(They are mentioned in descending order of Quality.)

Sold By Wholesale Distributors Throughout the Dominion

The Rolland Paper Co., Limited

High Grade Paper Makers Since 1882

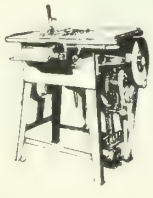
MONTREAL, P. Q.

Mills at St. Jerome, P. Q. and Mont Rolland, P. Q.



Type Cases Emptied

The Hamilton (Ont.) Herald recently emptied their cases of display type. The accumulation weighed several tons. A small part of the type is shown here, on its way to a metal concern. The cabinets, which had contained this type, vacated great areas of floor space. The Ludlow System, which is doing more work than the type ever did, occupies but a small part of the floor space, and now the display lines in the Herald are bright, new typefaces on slugs. Distribution of type is a thing of the past. The decks are always clean, and the Herald goes to press on time. The action of the Herald is typical of many other instances where the Ludlow has displaced single types for display. The Montreal Gazette, for instance, is operating with practically no individual type.



Ludlow Typograph Company

2032 Clybourn Avenue, Chicago, Illinois

LUDLOW QUALITY SLUG COMPOSITION ABOVE 10 PT.

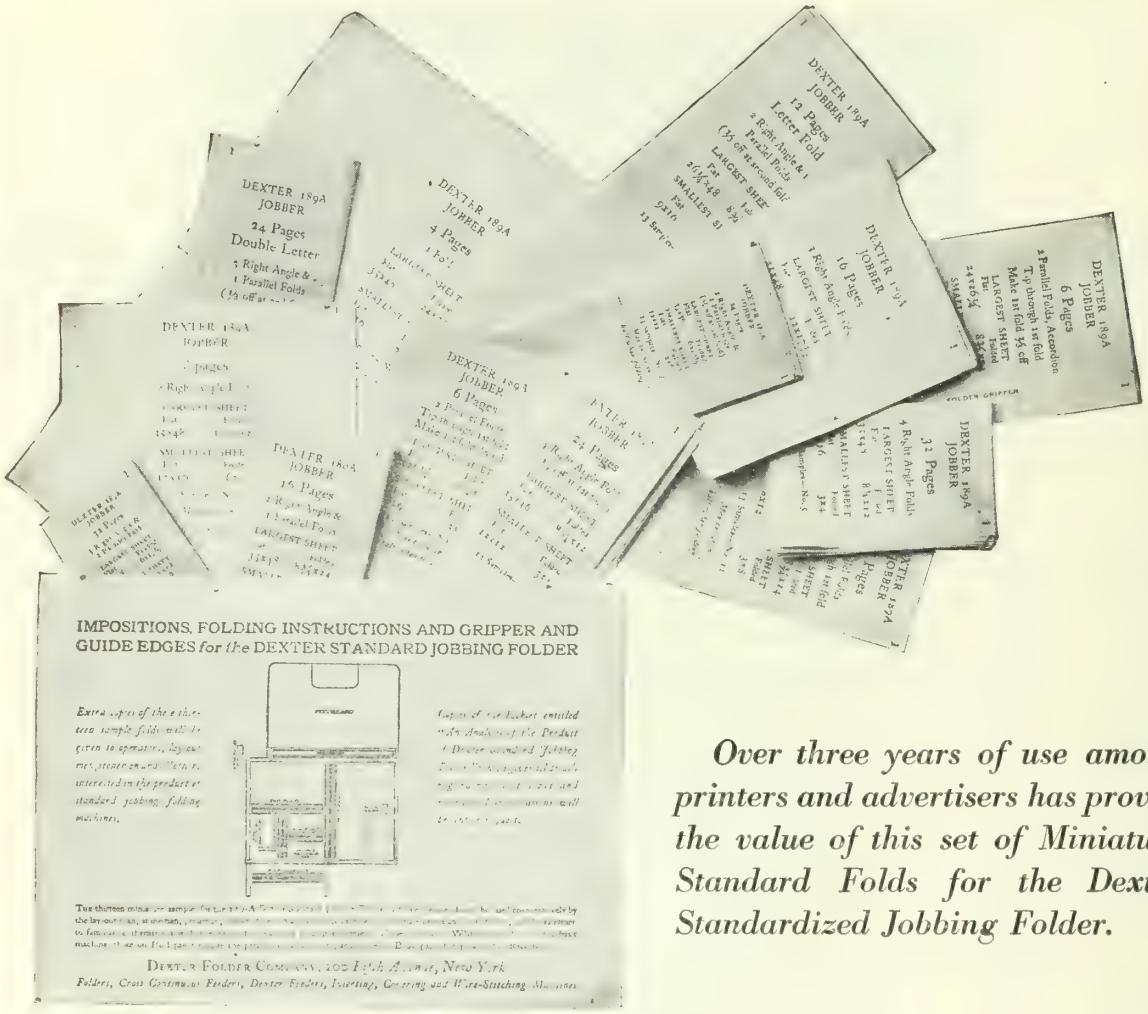
Ontario Agents

Mono-Lino Typesetting Co., Limited

160 Richmond St. West

TORONTO, CANADA

Over 10,000 Sets of These Miniature Folds Are in Use—*Have You Your Set?*



Over three years of use among printers and advertisers has proven the value of this set of Miniature Standard Folds for the Dexter Standardized Jobbing Folder.

Get your salesmen, layout men, stone men and bindery operators sets of these miniature folds for the Dexter Standardized Jobbing Folder.

The use of these folds makes for economy not only in the Bindery, but also in the Press Room. They are all adapted to work and turn forms without tumbling the sheet, and in many cases cut the presswork in half.

A careful analysis of folding requirements made by this company shows that approximately 98% of booklet, catalog and house organ folding comes within these thirteen standard folds.

Send for your set today.

DEXTER FOLDER COMPANY, 28 West 23rd St., New York

Folders, Cross Continuous Feeders, Dexter Pile Feeders, Automatic Clamp Cutters, Kast Stitcher Feeders and Wire-Stitching Folders

CHICAGO PHILADELPHIA BOSTON CLEVELAND DALLAS ATLANTA SAN FRANCISCO

Durable Folder

Superfine

All Standard Sizes and Weights

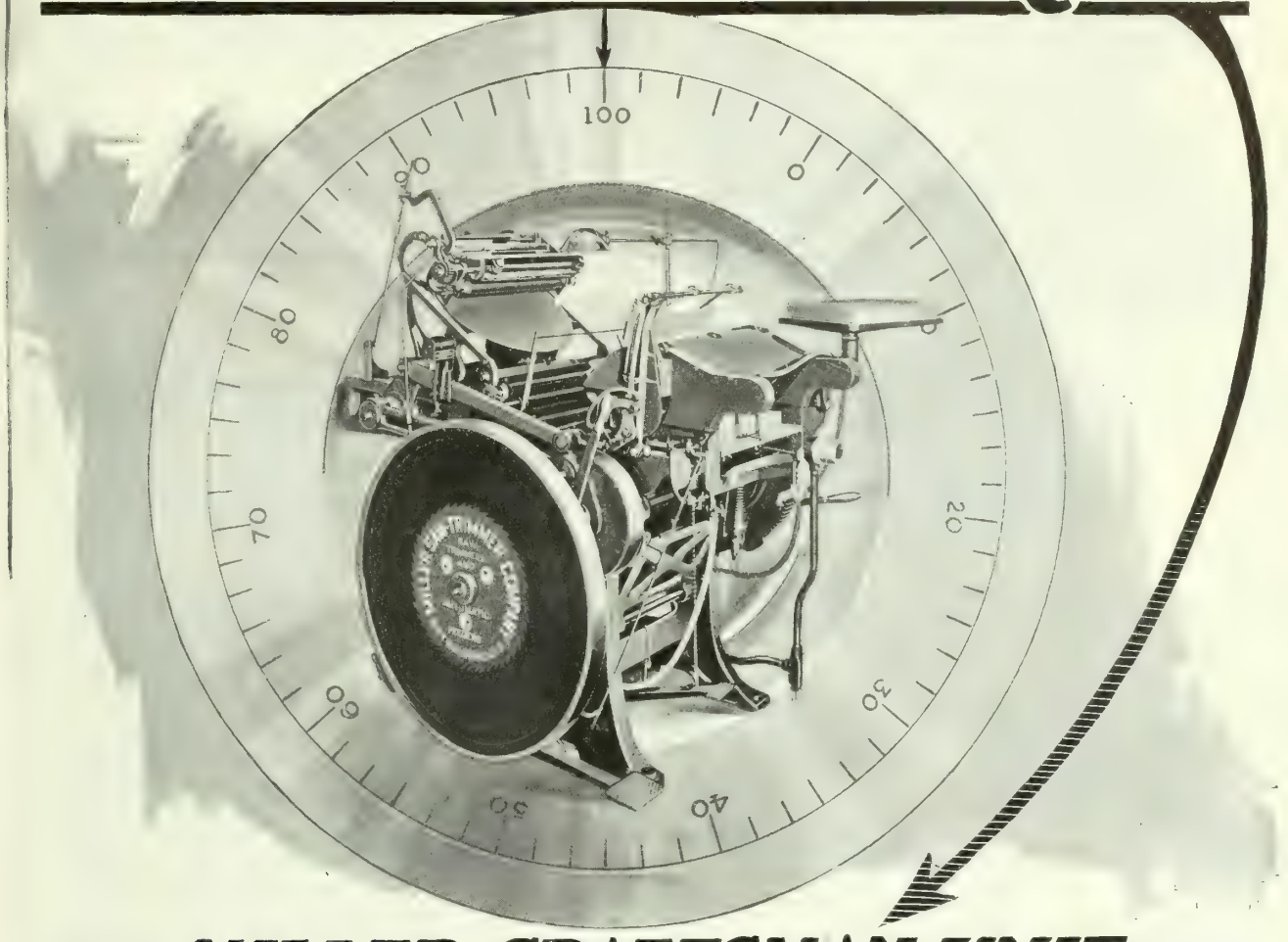


FRED W. HALLS PAPER CO. LTD.
257-61 Adelaide St. W. Toronto, — Ontario.

This paper is made exclusively for us, and we guarantee its strength, folding and printing qualities.

On the Basis of 25"x38"—100 lbs

A Safe Combination



MILLER CRAFTSMAN UNIT

Miller Craftsman Feeder ~ C.&P. Craftsman Press

THE MILLER CRAFTSMAN UNIT is designed to meet the demand of printers for a simple, high-speed, automatically-fed Platen Press, possessing the strength of impression and thorough ink distribution adequate to modern production requirements of the finest half-tone and color printing - a press *inexpensive in first cost and economical in operation,* combining the fine printing qualities of the slow, heavy types of platen presses with the speed and productiveness of the more expensive and costly-operated cylinder types.

THAT the MILLER CRAFTSMAN UNIT actually does supply this great economic need is attested by the rapidly growing army of CRAFTSMAN users, by the fine quality of half-tone and color work they produce and by the high average production and low operating costs established in these shops.

SEND TO-DAY for *your copy* of the handsome CRAFTSMAN BOOKLET, a splended example in itself of the high-quality press-work produced on these machines, - sent postpaid on request.

Canadian Agents—Except in Province of British Columbia

TORONTO— MILLER & RICHARD —WINNIPEG

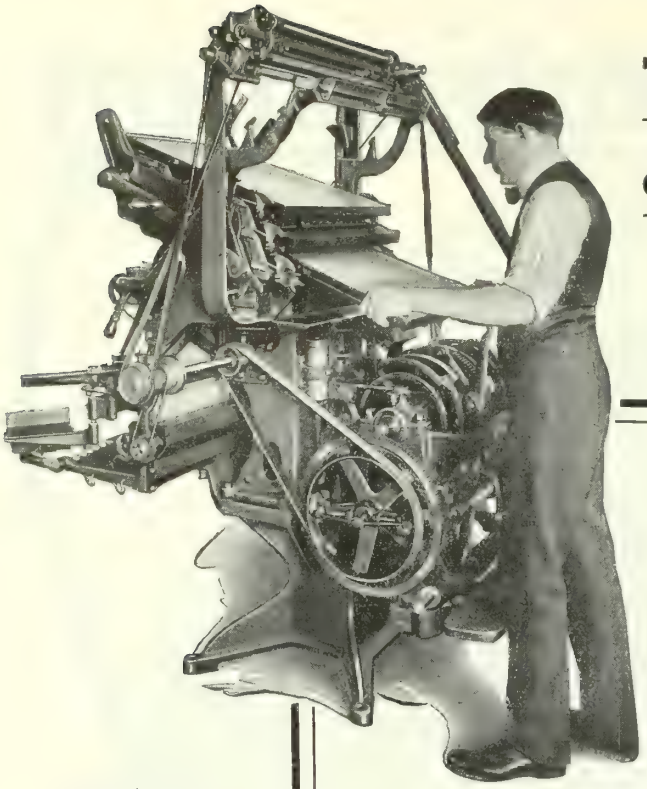
Manufactured by the

MILLER SAW-TRIMMER CO., Pittsburgh, U. S. A.

• EXHIBITOR •

Boston Graphic Arts Exposition

August 28 to September 2



Removing magazine from Model C three-magazine Intertype. Note that bottom magazine is as easy to change as the middle or top one.

The Great Success of the INTERTYPE

Recent Installations Indicate The Value of this Machine

The best criterion of a machine's fitness to meet requirements is the extent to which that machine is in demand. Note the recent INTERTYPE installations by the Toronto Type Foundry Co:

Daily Papers

The World, Vancouver, 2.
The Advertiser, London, 1.
The Sun, Owen Sound.
The Telegraph, Windsor, 4.
The Telegraph, Kitchener, 2.
The Colonist, Victoria, 1.
The Mercury, Guelph, 2.

Weekly Papers and Job Printers

The Advance, Wingham, 1.
The Courier, Trenton, 1.
The Ontario Press, Toronto, 1.
Murray Printing Co., Toronto, 2.
Thompson & Sons, Toronto, 1.
W. R. Phillips, Toronto, 1.
Curry & Speller, Toronto, 1.
Saturday Night, Toronto, 3.
J. J. Pratt, North Bay, 1.
Glen Mathers Press, Montreal, 1.
Boden Press, Vancouver, 1.
The Recorder, Gore Bay, Ont.
Patterson Publishing Co., Meaford, 1.
The Reformer, Oshawa.
The St. Lawrence News, Iroquois, Ont.
The World, Beeton, Ont.

Other Satisfied Users

Here is a list of the first Canadian Intertype users who have never had reason to regret their choice:

The Telegram, Winnipeg.
The Star, Montreal, 35.
The Planet, Chatham, 4.
The British Whig, Kingston.
The News, Moose Jaw.
The Free Press, London, 2.
The Star, St. Johns, Nfld., 4.
The Free Press, Winnipeg, 3.

Send for Complete Story of the Intertype

TORONTO TYPE FOUNDRY CO., LTD.

"Everything for the Printer"

120 Wellington Street West, TORONTO, Can.

Branches: **Montreal Winnipeg**

"The Better Machine"

INTERTYPE

THE CANADIAN
PRINTER & PUBLISHER
DEVOTED TO THE INTERESTS OF THE
PRINTERS AND PUBLISHERS OF CANADA

Volume XXXI. TORONTO, APRIL, 1922 Number 4

Food for Thought for Canadian Printers

Indianapolis Autocrats Throwing Millions of Dollars to the Winds; Canadians Pay Share of Money Wasted

By ROLAND LAMBERTH

NINE MONTHS have elapsed since the International Typographical Union inaugurated a strike throughout the United States and Canada with the object of compelling employing job and book printers to concede a forty-four hour week to its members. During that period what is generally regarded as the busiest season of the trade—Christmas and the New Year—has come and gone, apparently unaffected by the strike, and there is no indication at the present time that the striking printers in this country have the remotest chance of winning out in the conflict.

In a previous article I have drawn aside the curtain and exposed to the gaze of the public the shameless manner in which a group of five Americans at Indianapolis have staked all that the International Typographical Union has won in over a quarter of a century on a single throw of the dice in a final effort to regain for themselves some measure of the prestige and influence which once was theirs, but which has in large measure been lost to them by reason of the incessant internal strife going on within the organization between the Administrationists and the Progressives.

Had the officials given the members anything like a square deal or a reasonable run for their money—if I may employ the vernacular—the Progressive or Anti-Administrationist movement never could have achieved its present proportions. If there ever was any doubt in the minds of Canadians as to whether or not the autocratic Big Five at Indianapolis had betrayed the trust imposed in them it should be quickly dispelled by the fact that over a third of the membership of the union are in open rebellion and solidly organized in opposition to their extravagance and steam-roller tactics.

Reason For Reckless Expenditure.

As I pointed out in the November issue of this periodical, it was to offset this antagonistic movement that the present strike was brought on, and that is why the Indianapolis autocrats are throwing millions of dollars to the winds in a wild orgy of reckless expenditure in a frantic though futile effort to save the day to themselves—and every Canadian I. T. U. printer is paying his full share of the money thus ruthlessly wasted.

The unassailable fact that the strike has been a fizzle is only too apparent to all factions now, however, and this circumstance together with the further fact that the international officers of the union come up for re-election in three months has created a situation that may be regarded as ludicrous.

Ten months ago the officials fondly anticipated that they would be able to ask for re-election next May on the ground that they had carried the strike through to a successful culmination. Now, however, they have to face an election with no other recommendation than the fact that they are responsible for the worst disaster that the union has ever experienced—and the prospect is not rosy.

"If they want a fight we will give it to them," was the braggadocious declaration last April. By July it had changed to a plaintive whine that "The employers forced this strike upon us." Now the Administrationists and the Antis are each endeavoring to lay responsibility for the strike on the other.

But while this shifting of front eloquently portrays the trend of the strike, it is nevertheless a fact that in the whole expensive conflict, turmoil and strife the Canadian printer has little or no part. He is being compelled to pay for the music without the privilege of participating to any appreciable extent in the dance. Canadians were forced into it against their own better judgment, because at best they are merely minority members of an American Union and have little or no voice or influence in its affairs. It is because of this fact that the printers of this country have not received any moral support from the public generally in the present instance, and they are not likely to receive any assistance from that source as long as they submissively consent to submersion in a foreign organization. As a nation Canada is strong enough and sufficiently resourceful to stand alone, and Canadian Labor should be equally self-reliant.

Canadians generally might sympathize with the ambitions of a Canadian labor organization, but that a Canadian workman should be compelled to become a member of a foreign union before being permitted to work at his trade in his own country is a very different matter, and the pernicious system which was responsible for that situation was doomed sooner or later. The present abortive strike has simply hastened the day of emancipation for Canadian printers, and while it has been a costly and senseless controversy from the beginning, there is nevertheless this one redeeming feature about it when viewed in this light.

Mr. Hay's Figures Illuminating.

John W. Hays, secretary-treasurer of the International Typographical Union, has been credited with the remark that only one printer in ten thousand knows anything about figures. He may or may not be correct in that supposition—you never can tell. Presumably he does not consider himself one of the nine thousand nine hundred and ninety-nine, so I will just assemble a few of the figures the secretary-treasurer has himself scattered promiscuously through several issues of the Typographical Journal and pass them

on. They are not merely interesting——they are exceedingly illuminating.

To begin with, the claim was made by the Indianapolis officials that the result of the vote on the ten per cent. assessment "could not be-misunderstood. It was in effect an overwhelming endorsation of the 44-hour week campaign," and "backed by such loyalty and self-sacrifice on the part of the membership final victory was assured." There was a lot more similar twaddle.

But let us see:

There were then 76,153 members registered, and notwithstanding Mr. Hays' voluptuous declaration that the ten per cent. assessment carried by a vote of three to one, we find that only 52,202 votes were cast altogether—40,703 for the assessment and 11,400 against it. In other words, over a third of the membership did not take sufficient interest in the matter to go to the trouble of voting either way. In Canada considerably less than half the membership supported the assessment, many cities—Edmonton for instance—voting solidly against it.

In the light of these figures it is not difficult to see just who really is responsible for the strike.

And when one delves into the cost of the strike the result is truly amazing. Were it not for the fact that as a result of the war we have become more or less accustomed to thinking and speaking in millions we would quickly become hopelessly floundered in the present case.

Up to December 31st, 1921, the ten per cent. assessment had netted $6,327,478.14. Add to this huge sum the difference between the strike benefits paid, and what the struck men would have received had they remained on their jobs and the total reaches in round figures to ten million dollars. (The average scale throughout the union in 1921 was $36 per week—page 65 sup. Aug. Journal—and struck men have been receiving on an average of $20 per week.) One gets a comprehensive idea of just how lavishly money is being expended in this strike when a comparison is made with what the I. T. U. has spent for defence and strike purposes in the last thirty years. From 1891 to the end of 1921 the total sum expended for these purposes since the union began the regular payment of strike benefits, extending special financial assistance to local unions and other defensive work was $4,870,256.63. Thus the actual cash outlay in the present strike in a few months has been greater by one half than was expended for similar purposes in the previous thirty years.

Who Pays The Cost?

The Typographical Journal is the official organ of the union, and it is pretty carefully censored, but occasionally a little real information leaks through. As an instance, in the June issue of 1920, in the news letter from Minneapolis, Mr. Hays' home town, over the signature of W. K. Cody, it is noted that "Secretary-Treasurer Hays came home to fix his fences and to vote." No one could reasonably find fault with Mr. Hays for repairing his fences, nor yet for voting. It is something every local citizen should do, and if the incident ended at that point there could be no just grounds for criticism. But in the next issue of the Journal the financial statement contains this illuminating item:

"J. W. Hays—Expenses to Minneapolis: Railroad fare $43.56; hotel and other expenses $55...$108.56"

Printers may not know very much about figures, but most of them know that two and two makes four, and this item will be thoroughly appreciated by Canadian printers who have since last May been paying as much to the I. T. U. as they have to their grocer, or their landlord.

But there's more yet:

Last fall the Detroit local union held an I. T. U. day. The program included a dinner and a lake trip. It was possibly a good idea, but it was purely local in character and would neither assist nor give pleasure to any but members of the Detroit union. Yet subsequently in the Journal we find "Steamer and dinner I. T. U. day Detroit $687." Not a large sum compared with the I. T. U. millions, but it indicates the manner in which money is lavishly expended here, there and everywhere, and without any authorization from the men and women who provide the cash. And the amounts thus autocratically disbursed are not always small. When James Lynch retired from the presidency he was handed a cheque for ten thousand dollars, for which there was absolutely no authorization. Mr. Lynch was probably as capable an executive as the organization ever had, but he was well paid for his services year by year during his term of office and this action by the executive council, of which he was the head, in thus presenting him with a larger sum of cash than any printer in the country ever expects to possess was entirely unwarranted.

It is not to be wondered at in the face of such facts as these that the 44-hour strike is petering out. In Canada it has been a complete failure. Why should the Canadian members of an American union give up their jobs—scores of them excellent positions that had been held for many years—merely to satisfy the political ambitions of a few American exploiters at Indianapolis? That such was the real motive back of the strike, and the sole aim and object of it, never has been and cannot be successfully denied.

The near approach of the I. T. U. elections has forced the members of the executive council into a cul de sac in such a way as to compel them to toss every other consideration to the winds and to concentrate their energies and resources in a frantic effort to conceal the true state of affairs as much as possible, knowing well that if the actual situation as it exists to-day were to become generally known the whole structure would come toppling down upon them. Thus we find them making many wild and ridiculous claims regarding the state of the strike at the present time.

What Are The Facts?

The printers are told that steady progress is being made and constant wins are being achieved. But in reality we find that while the greatest number on strike at any one time was 8,607 (in July 1921) there are still 7,842 men on the strike roll—a gain (?) in almost a year of 765 men. The Indianapolis officers may be winning the strike as they claim, but they are evidently doing it the way the Kaiser won the war.

Indianapolis solemnly further informs the printers that "all Western Canada between Fort William and British Columbia (care is taken it will be noted not to include the latter province) with the exception of Winnipeg has conceded the 44-hour week." That is quite a stretch of country when considered geographically and the statement as worded sounds impressive—until one begins to analyze it. In the territory specified and in which it is claimed the strike has been successful there are eleven local unions with a total membership of 525. But if we include Winnipeg and British Columbia the aggregate membership is 1,381. Winnipeg and Vancouver alone have a membership of 771 and the strike has not been won in those towns and never will be.

In the March Journal President McParland states there are only six men out in British Columbia, but in his financial statement for the month Secretary-Treasurer Hays informs us that $6,401.47 were paid to Vancouver by way of benefits and special assistance. Further comment is obviously unnecessary.

If the strike was being won in Western Canada or any other part of the continent it would not be necessary to resort to any such subterfuge as the above and the mere fact that it seems necessary to print such glaringly misleading statements is rather conclusive evidence that the officials themselves realize the utter hopelessness of the situation.

The special strike assessment has been reduced from ten to five per cent. and this reduction is pointed to as concrete evidence that the strike is about over. However, since there are only 765 fewer men on strike now than there ever were, one is prone to wonder where all the money went to. If it required a ten per cent. assessment to finance the strike when 8,607 men were affected, how can it now be financed on five per cent. with 7,842 men out? These are some of the very natural questions that have been presenting themselves to Canadian Printers for months past, and they are questions that require an answer if the International has any hope of retaining its Canadian membership.

No statement has ever been issued showing how the proceeds of the special assessment have been disbursed, except in a very general way, but if the details are ever given out they will surely be interesting.

The election of International officers takes place in May and the prospect of the re-election of the present incumbents

Continued on page 24

Typothetae's Success In Toronto

Educational Program of the Organization Appreciated by Large and Growing Membership—Details of the Work.

By W. A. SUTHERLAND
Executive-Secretary, Toronto Typothetae

THE TORONTO Typothetae, an organization of Employing Printers and Bookbinders, was formed in July, 1920 and succeeded the Master Printers' and Bookbinders' Association, becoming a local Typothetae Association affiliated with the United Typothetae of America.

Mr. Q. B. Henderson was elected president, and Mr. D. S. Murray, vice-president, together with a very competent and willing Executive Committee, and under their able guidance the success of the Toronto Typothetae was practically assured.

When first organized, the membership numbered about eighty firms representing the majority of the printing plants in the city. New members have been added rapidly however, and at the time of writing, one hundred and sixteen printing and bookbinding firms are Typothetae members, representing approximately eighty-five per cent. of the total printing production of Toronto.

The Association devotes its efforts entirely to Educational work, the principal activity being the installation and supervision of the U. T. A. Standard Cost Finding System in the plants of its members. The value of this System to the industry cannot be too highly estimated, as every successful business must have an accurate knowledge of the cost of production, and the U. T. A. Cost Finding System is recognized all over the United States and Canada as the most efficient and best suited to the trade. Visiting Cost and Bookkeeping Service is also rendered to the members by a staff of Cost Accountants under the supervision of J. A. Royer, Director of Costs.

Other services of the Typothetae available to the membership are the Employment or Labor Bureau, which supplies the members with competent help for each department, and the Credit and Collection Bureau, an important service which has been recently added.



W. A. SUTHERLAND.
Executive-Secretary of the Toronto Typothetae.

Both services are being used a great deal, and, as time goes on, will be of great benefit, as they are now almost 100% efficient.

Two Educational Courses have been completed. The Standard Cost Finding Course and the Estimating Course both of which were largely attended. A second Estimating Class is now being conducted in the use of the U. T. A. Standard Guide, classes being held on Thursday of each week. This work is carried on under the guidance of the Educational and Cost Finding Committee.

The work of the other Committees has been no less valuable and the members of each have devoted a great deal of time and energy to the betterment of printing conditions.

The Employment and Welfare Committee has done splendid work toward bringing about a better understanding between the employer and employees, all questions relating to shop rules, apprenticeship, insurance, and so on, are dealt with by this committee.

The Legislative and Trade Matters Committee have devoted a great deal of time to matters of vital importance, such as the Marking Goods Act, Tariff matters, Sales Tax as affecting Job Printers, Trade Customs, etc. All printers, whether Typothetae members or not, will benefit materially from this work. Although the Marking Goods Act has been suspended temporarily, efforts are being continued to have it brought into effect at least so far as it applies to the printed or lithographed product.

A Bulletin is issued monthly by the Publicity Committee, keeping the members informed of Typothetae activities. Also a Direct-by-Mail Advertising Campaign has just been launched to help create among buyers of printing a demand for more and better printing—one folder or booklet being mailed each week to a selected list of buyers in Toronto and vicinity.

General meetings are held under the auspices of the Entertainment Committee, business problems are discussed and interesting speakers secured. Social gatherings are also provided for and the "Annual Ladies' Night" and the Dinner-Dance held recently were very successful and enjoyable affairs; bringing about a better spirit of co-operation between the various members.

This committee was the means of bringing the U. T. A. Convention to Toronto last October, the Convention being the largest meeting of Master Printers and Bookbinders in the history of the Typothetae, and the visiting delegates and guests were loud in their praise for the courtesy and hospitality shown them by the Toronto Printers.

Services of the local Typothetae are not the only ones available, as there are several Departments at the U. T. A. Headquarters conducted specially for the individual member. These Departments include the Educational, Advertising, Membership Relations, Field Operations, Research and Labor Statistics Bureau. All the various courses for students, the Advertising, Salesmanship, Cost Finding, Estimating and Business Administration Course are looked after by the Department of Education. The Research Department has information and data on every subject relative to printing, and this vast fund of information is free to all members. This Department also has charge of the Standard Guide, a book of information on estimating, based on the hour costs and production records on thousands of samples of printing obtained from all over Canada and the United States. Revisions are issued monthly for the Standard Guide and all records are kept up to date.

The other U. T. A. Departments render splendid service as well and the result of their combined efforts has been largely responsible for bringing the industry out of the rut it had been in for so many years.

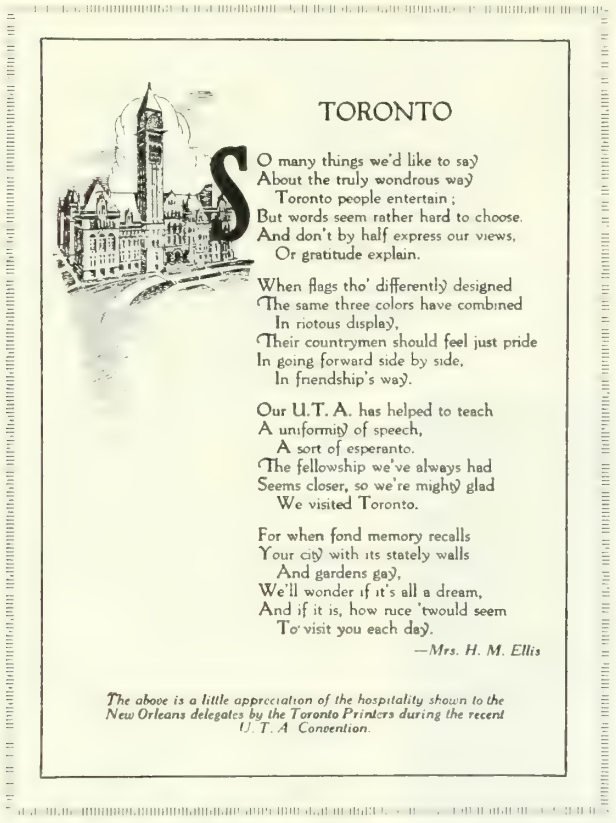
Just at this point it is well to mention the United Typothetae School of Printing located at Indianapolis, where future executives are now being trained.

In this School has been assembled all the latest machinery known to the art, that the students may become more thoroughly acquainted with the printing industry. The training given is thorough in every way, as the student follows his own work from the estimating class, through the layout department,

composing room, linotype or monotype department, into the press room and bindery, actually performing the various operations necessary to the completion of that work.

Toronto members would do well to take advantage of the opportunities the School offers, and send students to take the course, as it is a splendid investment.

The U. T. A. School of Printing, under the personal direction of Prof. T. A. McGrew, offers to printers the experience



TORONTO

SO many things we'd like to say
About the truly wondrous way
Toronto people entertain;
But words seem rather hard to choose.
And don't by half express our views,
Or gratitude explain.

When flags tho' differently designed
The same three colors have combined
In riotous display,
Their countrymen should feel just pride
In going forward side by side,
In friendship's way.

Our U.T.A. has helped to teach
A uniformity of speech,
A sort of esperanto.
The fellowship we've always had
Seems closer, so we're mighty glad
We visited Toronto.

For when fond memory recalls
Your city with its stately walls
And gardens gay,
We'll wonder if it's all a dream,
And if it is, how nice 'twould seem
To visit you each day.

—*Mrs. H. M. Ellis*

The above is a little appreciation of the hospitality shown to the New Orleans delegates by the Toronto Printers during the recent U. T. A. Convention.

gained by having graduated over 2,000 men who are to-day actually producing in all branches of the printing industry.

Typothetae Associations have been formed in Vancouver, New Westminster, Okanagan Valley, B. C., Winnipeg, Western Ontario, and all Associations are organized on practically the same standard plan. The Typothetae movement is steadily going forward, as non-members are realizing and taking advantage of the services obtainable. One point, above all, should be made clear. The Typothetae is not a "price-fixing" organization, nor does it seek to control prices. Members may charge whatever prices they want to for work done by them, but by using the Typothetae services they can obtain a true knowledge of their hour costs, and sell their finished product at a fair profit, avoiding all "guesstimating" and "rule of thumb" methods, so detrimental to the progress of the industry. An organization based on this Educational program and the U. T. A. Code of Ethics, together with the enthusiasm of the members and the friendly spirit that exists, is bound to reach a high level of success.

The officers for the year 1922 are: Douglas S. Murray, President; J. C. Acton, Vice-President; G. Dudley Thomas, Treasurer; R. D. Croft, Recording-Secretary; Executive Committee—F. M. Kimbark, R. T. McLean, C. W. Rous, W. B. Hanna, W. L. Cope, T. S. Young, F. S. Thomas, H. F. E. Kent, Jas. G. Wilson; Advisory Committee—Q. B. Henderson, A. L. Lewis, G. M. Rose, H. L. Rous, J. J. Lynch, T. G. Robinson.

Fort William Paper Plant

As a result of the Provincial Government extending the Sturgeon and Lic limits one year, the Great Lakes Pulp and Paper Company will spend $2,000,000 on a paper mill within three years, according to Mayor Edmeston of Fort William.

Food for Thought For Canadian Printers

Continued from page 22

is not good. The reduction of the assessment is their trump card and is expected to neutralize the prevailing antagonistic feeling. A further reduction to three per cent. may be expected just before the election takes place.

In all this propaganda the one outstanding question that refuses to be quiescent is that if a ten per cent. assessment was really necessary to finance the strike when there were 8,607 men out how can it now be financed on half that amount when the number of men on the strike roll has only been reduced by 765? And if the smaller amount is sufficient why was the membership for months mulcted of ten per cent?

There are only two possible solutions from which to make a choice: Either the executive have been guilty of ruthlessly squandering hundreds of thousands of dollars in the earlier stages of the strike, or else they are reducing the assessment and the resources of the union beyond the safety line now and thus undermining the position of the organization at the most critical period of its history with the selfish object of enhancing their own political position. The latter is more likely the correct explanation, in which case an immediate reversal to a higher assessment can be looked for should the present executive officers be returned at the May elections.

What the result of those elections will be is not of vital interest to the Canadian printing trade now. As a potent force in this industry north of the 49th the I. T. U. has practically ceased to function. There are close to 700 printers employed in one Canadian city alone who are not members of the American organization, and taking this country as a whole there are less than 3,000 I. T. U. men employed altogether. By far the greater number of Canadian printers are now outside that organization, and in view of the unstable condition of the union as revealed in the foregoing, and in previous articles, they are not likely ever to seek membership in it.

Internationalism Doomed.

One does not need the gift of prophecy to interpret the signs of the times. The writing on the wall plainly foretells the doom of internationalism in Canada, and the reckless and senseless expenditure of money by American organizations will not retard the trend of events. Canadian workmen have no cause for alarm at the prospect. The passing of internationalism in labor organizations does not mean the demise of collective bargaining, but it does clear the way for a closer co-operation and a more sympathetic understanding between capital and labor in this country, and that must inevitably result in improved working conditions and a greater degree of prosperity for all of us.

Editor Freed of Libel Charge

Deliberating but a short time, a jury at the Assizes at Hamilton returned a verdict of not guilty in the case of John Drylie, Editor of Jack Canuck of Toronto, who was charged with criminal libel by William Carrol, grocer, who operates 34 chain stores in Hamilton. Proceedings were instituted against Mr. Drylie because of a short paragraph in the issue of his weekly on February 9 of this year. Under the caption of "Things We Would Like to Know," there appeared the following item: "Why did the Hamilton papers suppress the report of the conviction of William Carroll who was fined $300 for selling light-weight bread, and who also was afterward fined $1,000 and suffered the confiscation of several thousand loaves for a second offence?"

Evidence submitted established the fact that Mr. Carroll was never at any time convicted for such an offence, nor did he ever appear in court on such a charge. The charge in question was wholly a fabrication in every detail.

In view of this, and the fact that the defence admitted it had been misinformed, but had published the article in good faith, the verdict for acquittal came as a surprise. Judge Snyder remarked to the jury: "I think that Mr. Carroll has been cruelly treated by somebody."

"Every Inch a Newspaper"

Edmonton Journal Serves An Immense Area--Over One Hundred and Seventy Special Correspondents—Thoroughly Organized Staff

By A. W. McINTYRE

FROM a small beginning in 1903 when Edmonton itself was but a town of 3,500 in what was then known as the North West Territories, the Edmonton Journal has grown apace with Edmonton which is now a city of 60,000 people and the capital of the Province of Alberta. Achieving in less than two decades, a position of eminence among Canadian newspapers, the story of the Journal is full of interest, even to those readers who already know of its pre-eminence in the west.

Serving readers scattered over an immense territory, Edmonton newspapers have open to them a field unique among Canadian dailies. For there is a territory of over one hundred thousand square miles containing but a quarter of a million people, outside of the city of Edmonton. To the south it is two hundred miles to Calgary before reaching other daily newspaper offices, to the east more than three hundred miles across the prairie to Saskatoon, to the west over the Rockies a thousand miles to Prince Rupert and to the north eighteen hundred miles travel to Fort Norman and its oil wells does not bring you within one hundred miles of the Arctic Circle.

In this immense territory, the Edmonton Journal serves with remarkable success. In Alberta alone, besides the three great transcontinental systems east and west with branches running south from Edmonton, there are one thousand miles of steel in five lines radiating northward into the great hinterland. Of these the Edmonton, Dunvegan & British Columbia railway running to Grande Prairie, including the branch to Peace River, is the longest line, 472 miles—a distance alone equal to that from Windsor to Ottawa.



THE NEW HOME OF THE EDMONTON JOURNAL

Gathering news over such distances presents quite a problem in itself. In the solution of this the Journal employs over one hundred and seventy special correspondents at points all over the province. These correspondents, coached by field representatives, are trained to recognize news values and report promptly all events of significance. Owing to the great distances covered and resultant time consumed through news despatches going in by mail and the similar period of time that would consequently elapse before the printed news reaches points adjoining its origin, free use of the telegraph is made by its correspondents. Being on the spot when the story breaks, news from this immense area is always covered by the Journal correspondent. It is gathered while fresh and with a thoroughness equal to that of city dailies serving only small congested areas.

Having gathered the news, there is also added peculiar problems of distribution outside of the city. For in the sparsely settled and newer parts of the country the mail schedules are in the making with constant changes in the service. To ever give the quickest delivery is the aim of the mailing department. Where all trains don't carry mails, the express is sometimes used, with carrier service upon arrival at country points as conditions permit. They are also aided by the printing of three editions.

These three editions make it possible not only to cater to the impatient cravings of city readers but also to supply readers at country points additional fresh news up to almost train time by choosing the three editions to mail on the most suitable of the twenty trains that come and go besides the several less frequent services and mixed trains. Special country editions are also sent out on two days of the week. Recently to the noon and evening editions there was added a "night edition." It features special column for "6 o'clock news" giving a place for the very latest story. During the present session of the legislature, in this column, "by special wire," there has appeared report of the afternoon session. Standard time zones have always allowed Alberta evening newspapers a natural advantage of a couple of hours in publishing news from Eastern Canada. This is most fully capitalized in the "night" edition of the Edmonton Journal which most completely covers all the news of the day in its editions. Such acme of perfection in news service was reached by a steady though rapid development.

Continually growing, it has enlarged plant and premises until it occupies the new, modern building here portrayed. This building denotes a solidity not usually connected with a paper which has had what is almost a mushroom growth. In the beginning, back in 1903, a one-story building, erected on a town lot for which was paid ten dollars a month ground rental, sufficed for the Journal which had taken over the semi-weekly Post —a losing proposition. Two years later when Edmonton was chosen the capital city of the newly created province a larger brick building was erected on a city lot costing $500 per foot frontage. The total valuation of the plant at that time was but $9,000. In 1910 larger quarters were secured for the growing plant and in 1912 these were extended. Then 1920 saw the present building under construction and this was occupied completely on the first of April last, the moving being accomplished during the previous week without any irregularity of issue.

The occupation of the new building by the staff was tinged with sadness as their "beloved chief," Milton Robbins Jennings, under whose administration the building was erected, had gone to his reward. For twelve years managing-editor of the Journal he held a large place in the hearts of the citizens of Edmonton. And we would not forget his predecessors of the earlier years, the founders of the Journal, John Macpherson, J. S. Cunningham and Art Moore who moved west from Portage La Prairie. By the recent changes the present company is styled Edmonton

Journal Limited with William Southam, president; John M. Imrie, managing director; C. R. Morrison, assistant general manager. Mr. Imrie, while new to the west, was for some years manager of the Canadian Press Association and is well known in Canadian newspaper circles. Originally from the east, Mr. Morrison has had a spectacular career in the cities of the Western States, rising rapidly in the city newspaper offices. As managing editor he has gathered about him quite an enthusiastic staff of editors and writers whose worth is best judged by the mark of quality put upon the pages of the Journal.



JOHN M. IMRIE
Managing Editor of the Edmonton Journal.

Like the news department, the business and mechanical departments are also highly specialized and throughout the whole staff there is a marked *esprit de corps*.

Up To Date Equipment.

Of course the best results would not be possible without modern equipment. The composing room which is 58 x 47 has a battery of ten linos run in two shifts (with room for six more machines) also has two monotype casting machines. Form trucks are used which go right into the adjoining stereotyping room 28 x 38, which is fitted with saws, trimmers and a pneumatic plate drop to the basement. Here in the press room, 90 x 47 and 22 feet high is the 64-page Hoe press from which conveyers take the papers to the mailing room which is equipped with a modern addressograph. Many other modern labor-saving devices are in use. There is also a private exchange with forty telephones as well as a pneumatic tube system in the building.

The new edifice itself is perhaps one of the most modern, exclusive newspaper buildings in the dominion. Situated one block from the heart of the city at the corner of "First" street, on Macdonald Drive which skirts the deep valley of the Saskatchewan River, the fire-proof structure is 150 x 50 and 68 feet high and in style a modern treatment of the Renaissance. The flood of sunshine that reaches all departments is a feature that would appeal to all who have to occupy gloomy quarters. The basement is given over to press-room, furnace room and newsprint storage. On the mezzanine floor is the observation gallery, elevator entrances, wash rooms and showers. Beautiful airy business offices with private rooms for department managers occupy the first floor. On the second floor are the news room, 46 x 47, editorial office, library, "morgue," telegraph room, society editor's room, and a fully equipped "stunt" room which provides for the projection across the street of such bulletins as election returns. Besides the stereotyping and composing rooms on the third floor, there might be mentioned the proof-reader's room. Upon the roof there is an observation tower, and a fan room for the ventilating of the building and drawing off the fumes from each and every casting machine. Coming out onto the street again, you see the electric sign which flashes out into the night amid the northern lights and the glow from the clusters of near-by Jasper Avenue, these symbols: The Journal—Every Inch a Newspaper.

An Enthusiastic Staff.

That this slogan is realized in The Edmonton Journal of to-day is surely a tribute to those who conceived its plan and built for the future while the province was but forming. It is no wonder that the staff with pardonable pride consider that they have the best newspaper in the west if not in the Dominion. And there is much to substantiate their claims.

There is perhaps no daily paper in Canada that devotes so much space to district news from country points. It usually carries two full pages of such news each Wednesday and Saturday as well as much provincial news by mail and wire that takes the run of the paper daily. Of course in the handling of country correspondence from remote points close co-operation is maintained with the mailing department to secure best results. The Edmonton Journal lays stress upon the importance, to other districts, of community news of significance. In an agricultural province with the United Farmers of Alberta actively and extensively in politics in both provincial and federal fields, there is much news originating at country points in farmers', community, and women's clubs; news of activities that may vitally affect the country at large. In covering all such news and letting each district know what the other is doing, The Journal is splendidly serving its extensive territory. Nor does this news appeal to country readers only for always in the cities there are many who came from the farm or are much interested in the country. So the rural mindedness of the readers is fully considered and their wants fully supplied.

Thoroughly Covers The City.

Nor does this mean that city news is neglected — far from it, for the thoroughness applied to the outer field is at close range with local news. And Edmonton presents all the usual news centers of a city of like size as well as the provincial parliament buildings, provincial university and colleges, mounted police barracks for the north, supreme courts, offices of all the public utilities (municipally owned and managed) and the headquarters of fur trading companies. Markets, financial news, the theatres, have pages daily, also women's activities, and the boys' and girls' Journal for older children. Two pages are frequently devoted to sport for you would know that Edmonton has upon occasion sent their Eskimo hockey and rugby teams east to Ottawa and Toronto, and as another appreciation of sport operates a municipally owned golf course.

Of "scoops"—always a delight to the reporter—perhaps all newspapers have a share, especially in local news. But in the wider field of Canadian affairs, The Edmonton Journal recently was first to announce Dr. Michael Clark's break with the Progressives and also scored in securing first news of certain of Leader Crerar's exploits in the political arena.

As to outside news service, they have: Canadian Press, Associated Press, Fraser Ottawa telegraph service, a special cable service through the British Branch of the Dominion News Service, London Daily Mail and Windermere Daily Cable and Wire Service, United Press, and Marshalls' Supplemental Foreign Service daily by mail. Sixteen pages and upwards compose the daily issue.

Large Saturday Supplement.

Subject to favorable comment from coast to coast, the week-end supplement is included with the Saturday issue of the Journal which runs from 36 pages upward. It contains a front page of local pictures, also pages of feature articles, short stories by popular authors, Professor Allison's weekly literary review, up-to-date serials and articles of timely interest. A weekly review of international affairs is of special merit and during the war and reconstruction period was most keenly appreciated. A music page by a special editor also reflects further cultural development of the new west. The splendid theatrical criticisms by "Marmaduke" are outstanding. Also noteworthy is the page: "As I Was Saying To-day," cleverly

conducted by Miss Edna Kells; this gives "the woman's viewpoint of a number of things." Other regular Saturday pages are : church, farm, auto, children's rainbow, home building, and U. F. A.–U. F. W. A. page. Not without some hesitation, a colored comic section has been finally added.

Outstanding though the weekly supplement may be, the editorial page is a constant strength to the Journal. To constructive editorials there is added such columns as: others' views, the weekly press, in current print, what men say, here and there, Journal files of 16 years ago. More intimate local touches are added by the occasional columns of "The Town Bellman," and the humorous paragraphs "by the way" of "The Bywayman." A series of half-column articles on timely topics has also been a feature. In keeping with the tone of the page is the rule requiring all "letters to the editor" to be published only above the writer's full name and address. With regard to some of the signed articles there might be mentioned A. B. Watt of the staff, whose work merits a special word of praise.

A Leader In Thought.

Such a page creates a large zone of influence and with its editorials The Edmonton Journal becomes quite a leader of thought. Yet wisely enough the tendency is rather to think with the people than for them. Merely destructive criticism is avoided. "Devoted to public service," as befits a good newspaper, it champions many good causes. Good roads is but one, in connection with which it last summer financed a path-finders' trip westward over the route of the proposed Jasper national highway. It also fosters a Sunshine Society, providing offices and publicity.

Circulation Gained By Merit.

Aiming to win circulation upon its merits, it uses no contests or premiums. A. B. C. reports will show that more than one in five of all persons in Edmonton buys the Journal, which upon the usual basis of five persons to the family means complete saturation. With country circulation added, the daily average for the last week of February was 23,552. Nor are the rates cut to secure it, subscriptions being: city $13 per year and country $8 by mail. Where delivered by carrier in country town, it is 25 cents per week as in the city. The carrier-boys are encouraged to have active clubs in the different parts of the city and even those from the country are brought in at least once a year for entertainments and banquets. Support is also given the city boys handling street sales who belong to the Edmonton Newsboys' Band. Needless to say the boys are all boosters.

Being "Every Inch a Newspaper," and having a proven circulation in a splendid field, it is obvious that it is a good advertising medium. So The Edmonton Journal draws large patronage. A large classified advertising section is a strong feature. For national advertisers a service department co-operates in the making of trade investigations, enlisting the dealers' help and getting sales data previous to campaigns. And here we might quote from an independent report of a survey of the field made for national advertisers: "The writer knows of no Canadian newspaper which more thoroughly dominates its own field, and he knows of no Canadian daily that is recognized as more thoroughly serving the reading public and the users of newspaper advertising space." What more could have been said?

Want a Constitution Essentially Canadian

The debate in the Smart motion calling for compulsory incorporation of labor unions in the Province of Quebec was brought to a close in the Legislative Assembly, says a despatch from Quebec, when the House by a vote of 34 to 4 carried the following motion proposed by Edward Robert, member of Rouville, in amendment to the Smart motion: "That this House, recognizing that the Canadian workers are one of the sanest elements of our population, invites the labor organizations of this Province to give themselves a constitution which will be essentially Canadian, and to continue to co-operate in the industrial development of the Province in an orderly manner and with respect to our laws."

A Real Newspaper at Annapolis

THE Spectator, published at Annapolis Royal, Nova Scotia, every Thursday, is one of the weeklies in Nova Scotia that has had a good deal of a struggle for existence until it fell into the hands of its present owner, J. W. Dawson Stearns. It was founded in 1882 and the average duration of ownership was less than three years until 1916. It had been left at the outbreak of the war by the then proprietor, Major L. De V. Chipman, who was wounded in France, was sent back to Halifax and died there of influenza, his temporary successor being a gentleman unfamiliar with the newspaper or printing business.

When the present proprietor arrived upon the scene he had been an invalid for two years and was merely looking for a quiet life after some thirty years of strenuous existence in New York. But his natural all-round ability and experience soon imbued the townsfolk with a fresh interest in the paper and its commercial aspect speedily assumed a new basis for development. Improved plant and mechanical facilities were added and the hands were either taught how to do things properly or supplanted by those who were willing to learn. An illustration of the resourcefulness of this publisher was that toward the close of the war, when help of any kind was simply unobtainable in the province, he put an advertisement in a London paper for a young man with some experience in the printing business, had over 300 replies, cabled a friend in London to select one and paid his way out, thus securing independent and adequate help while other printing offices were unable to handle their orders.

The Town of Annapolis Royal had long languished commercially, however, because of the lack of communication facilities across the river, a swift tidal stream with 30 feet rise and fall, often impassable for a ferry boat. The Spectator got busy about a bridge. The people were induced to take a vote as to buying land for an approach. The money was appropriated, the land bought and presented to the provincial government on the promise that they would construct a bridge. The structure was finished and opened in November 1921, at a cost of $347,000. It is one of the finest steel bridges in Canada and makes a new town of Annapolis Royal. Not heeding the Spectator's oft repeated advice to provide a fire engine in addition to the water service the business section of the town was burned during a drought in September 1921, and 43 buildings destroyed, but it is now being handsomely rebuilt and one of the largest skating rinks in Canada, also to be used as an exhibition building, is among the new structures, as well as the finest theatre west of Halifax. The town has thus in the past year not only doubled in size but has been totally transformed.

A band has been organized, a band of which any city might be proud. The County Academy has now the largest Grade A class in its history, increasing in numbers every term. Lumber mills are busy, shipping from the port is increasing in activity and promise. New streets are planned and a new railway up through the South Mountain is talked of. The Spectator in five years has more than trebled its business and is still going strong.

On His Way

A. L. Eastly, Sedgewick, Alta., publisher, about whom we carried an article in last issue descriptive of this "Northcliffe of the Prairies" as having a string of five weeklies with a vision of ten, is "on his way," having added the sixth weekly. He has just purchased The Daysland Press from R. Murphy. Daysland is a town between Kollam and Bawlf and The Press is one of the oldest papers on the line, having been established in 1907 by A. A. P. McDowell who only moved to Vancouver two years ago, selling out to Murphy & Barnes.

Quick Delivery to Japan

The recent large order of kraft paper secured by the Wayagamack Pulp & Paper Company from Japan was said to be due to the fact that the Canadian company was able to lay the shipment down in Japan at a much earlier date than any other concern on this continent. The shipment was carried right through from the Wayagamack plant at Three Rivers, Que., via the C. P. R. lines and steamers to Japan.

Booming Business In Oshawa

Publishers of the Telegram Establish Record for Weekly Newspapers—the Value of a Dummy Layout Exemplified In Selling Space

A REPRESENTATIVE of Printer & Publisher recently dropped in at Oshawa and was greatly impressed with the wonderful development that busy centre is making. Its factories are among the largest and most important of their kind in Canada and their products reach almost every habitable part of the globe.

Being especially interested in the printing interests of the town, we noted with pleasure, that the "fourth estate" are keeping well abreast with the busy motor town. The most recent addition to local printing circles, The Alger Press, Limited, has shown a remarkable growth since the establishment of their business about two years ago.

Our first question to Mr. O. M. Alger, the president of this progressive printing and publishing establishment, was "How's business?" His reply was, "Never Better!" and the explanation was made in manner meant to carry conviction.

"The Telegram," said Mr. Alger, "is now firmly established with a growing circulation and the confidence and patronage of a large list of both local and foreign advertisers. New records are being set for 1922. Our Job Work Department is even outstripping our banner year of 1921. The months of January and February show an increase of 57% over the same months in 1921."

We were shown several fine samples of printing: forms, catalogues and color work, for concerns not only in Oshawa but for business houses in various parts of the Province, its customers being many of the largest buyers of printing.

In answer to our question, "How did you come to locate in Oshawa?" Mr. Alger said, "After visiting many of Ontario's best and livest centres, we decided upon Oshawa as the coming industrial city of Ontario. We were convinced from our own observation and inquiries, that there was room in Oshawa for us and we have not been disappointed in the slightest degree. Our first issue of the Telegram was off the press on the 27th day of May, 1920. It ran to 3,000 copies and these were all gone in a few hours. The street sales were over 1,000 copies and the balance was delivered by route boys. Every week our circulation grew and new routes were established.

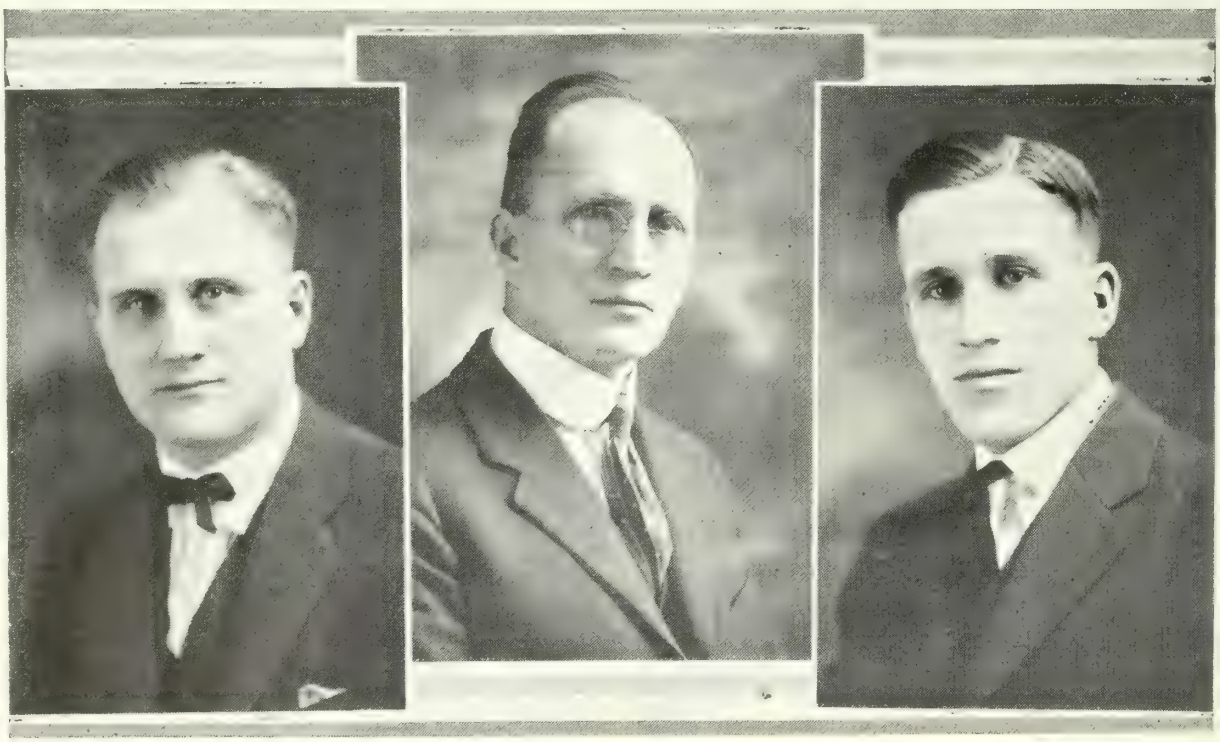
"In getting the advertising for the first edition, a dummy was drawn up of the proposed paper and a store-to-store canvass was made. Many of the merchants then and there signed yearly contracts. The advertising space amounted to 865 inches and this has steadily increased until in our Christmas Edition last December, we carried over 4100 inches.

"Several Special Editions, such as Spring and Fall Numbers, have been issued since, but our Christmas Edition broke all records.

"It ran to 32 pages, the first four of which were printed on S. C. Book. On the front page was a large two-color plate, printed in green and black. The ads. of this edition were profusely illustrated, all stereos being cast on the premises. Over a ton of paper was used in this edition.

"The display advertising, of which eleven were full pages, was effectively brought out under the supervision of Ken. Hern, Superintendent of the shop, and the excellence of the Press Work was due to Herb Elford.

"The advertising carried amounted to over 188 columns (4100") and was secured almost entirely from local merchants. It was lined up by Mr. E. S. Alger of the Sales Department, who stated that a dummy made the work surprisingly easy. The first step was to prepare, well in advance, a complete



MR. E. S. ALGER MR O. M. ALGER MR. E. S. ALGER

The "Triple Alliance" of the Oshawa Telegram. The President of this progressive firm is shown in the center of the group—the others are his sons.

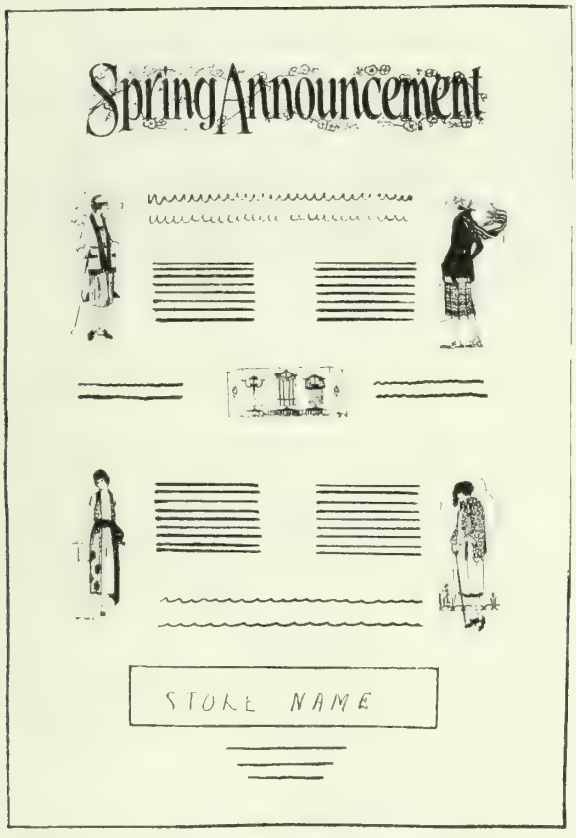
dummy of the edition. Advertisements were laid out and suitable reading matter pasted alongside. Most of the advertisements were laid out as the sample page dummy and then taken to the merchant. After securing the support of the leading merchants, the work was easy, as their ads. automatically brought others. A few days' work sold all the space in the edition and then it was only a matter of getting the copy in early so as to allow time for printing.

"After the production, the edition received many favorable comments, both from the local merchants and the advertising agents. About an hour after paper was on the street, the office telephone rang. It was one of the town's leading merchants calling up to compliment the firm on the edition. We were also shown several letters from advertising agencies, the general tone of which was that the edition reflected great credit on the paper and the town. Mr. E. Roy Sayles, the Manager of the C. W. N. A., stated, 'it created a record for weekly newspapers.'"

Successful Spring Number.

The Oshawa Telegram has made it a practice to issue Special Spring and Fall Numbers and on March 16th their 1922 Spring Number came off the press. It ran to 16 pages and contained about 70 columns of advertising.

Special articles on the new Fashions for Men and Women and Notes on Home Furnishing were featured. Again a dummy greatly assisted in lining up the advertising and when the Merchants saw the Special Stories and ads. prepared,



A DUMMY ADVERTISEMENT

Style used by the Oshawa Telegram in selling space for Special Spring Number.

spaces were easily sold. Soliciting advertising with a dummy gives the merchant the opportunity to see what his ad. is going to look like and just where it will appear. And then an attractive lay-out gives the solicitor a starting point for his talk and something definite to show to the merchant. It usually sells itself.

That the Merchants appreciate the co-operation shown in special editions at the opening of the season, was shown, not only by the splendid advertising patronage but by the many compliments received after the edition was out.

Although rapid strides have been made in the Telegram, the Job Department has shown an even more remarkable growth To take care of increased business, new equipment, including another Linotype; a 12 x 18 Falcon; a No. 3 Boston Power Stitcher and a Rosback Perforator has been added. These additions make the plant very complete and it presents a very busy scene at any hour of the day.

One of the reasons given by Mr. E. S. Alger, Sales Manager, for the rapid growth of the Job Department, was the fact that, "No indiscriminate promises of delivery were made. If a job



ATTRACTIVE FRONT PAGE

Used in dummy by the Oshawa Telegram in selling space for Spring Number.

is promised for a certain day, we always try to deliver on that day or let the customer know why. In this way you gain his confidence and he always comes to you when placing orders he must have delivered on time."

Another reason we noted ourselves, was the care taken in the production of a job. A large part of the successful printing of any job is in cutting the stock. One man looks after the cutting of all the stock and he has the big 40 inch White Power Cutter adjusted to a hair.

Staff Of Loyal Workers.

One of the most noticeable points in connection with the rapid growth of this firm, is the interest taken by the workmen themselves. Twenty employees are on the pay roll and everyone is as much interested in the growth of the business as the heads of the firm. Mr. O. M. Alger said, "It has taken us nearly two years to get such a staff together, but it has been worth the time and money, because after all, the success of any business, large or small, depends greatly on the man at the machine. He is the producer, and upon the interest he takes in the business, depends the production records. Our men are always making suggestions for the securing of new business accounts, and many orders have come to the plant through their efforts. The increase in business already demands a larger and better premises and plans are being made for a new building."

Now a personal word as to the heads of the firm. Mr. O. M. Alger, the president and the editor, is the senior member. He has been actively engaged in the printing business for the last twenty years and it hardly seems possible that the two younger members of the firm are his boys. In fact the boys are often asked, "Where is your brother?" Not even being elected

an Alderman at the last civic election has added any wrinkles to his brow and he is very enthusiastic about the future of Oshawa. His first publication was The Embro Courier; and after a number of years in Western Ontario, a move was made to Tweed in Hastings County, where The Tweed News was purchased. This grew to be one of the best paying smaller weeklies in the Province, but at the close of the War, it was found that even more business would have to be done, if the family was to remain together. To develop the printing business in Tweed to its fullest extent, a number of special lines were entered into, such as the printing of butter wraps, and creamery supplies. Several million wraps, in one and two colors, were printed annually, orders coming from all over the Dominion. This was a business that could be carried on from any point and so after serious consideration, a move was made to Oshawa.

The Sales Department head is Mr. E. S. Alger, who by the way, put in over three years' service overseas in training and at the front. He enlisted first in the Engineers; then transferred to the Royal Flying Corps, and was an instructor at North Berwick in Scotland. He was fortunate to be one of those who sailed above the great German Fleet as it humbly surrendered itself to the British tars between two lines of British Battleships in the Firth of Forth. His interest in military matters still continues as he is a Captain in charge of the Signalling Corps of the Ontario County Regiment.

The youngest member of the firm, Mr. S. R. Alger, is the business manager. He grew up in the printing business and has been at it ever since. His interests are not all bound up in business affairs and he finds time to engage in many forms of sport.

While each department is under a different head, suggestions are freely tendered at weekly conferences and in this way all departments work with the fullest co-operation. There is a note of optimism, backed by energy and hard work about the business of the Alger Press, Limited, and we confidently look for their increasing expansion as the years go by.

Craftsmen Treat a Baffling Problem

Commission of Association Outlines Ambitious Program for Regulation and Control of Apprentices

By L. M. AUGUSTINE
Secretary International Association Printing House Craftsmen

ONE OF the most important subjects to be taken up by the craftsmen's clubs, and one which has baffled all other organizations connected with the printing industry, is the apprenticeship question. It has become universally recognized by the employer and the executive that the craftsmen's clubs will finally find a solution to this perplexing problem. That a way may be found by which local clubs may be guided in their efforts, the president of the international association was authorized, at its first annual convention in Washington, D. C., held in August, 1920, to appoint a commission to study this question and report to the convention to be held in Chicago last year. The commission, appointed by the president, consisted of John C. Morrison, New York, chairman;Harvey H. Weber, Buffalo, N. Y., and Oscar L. Books, Philadelphia. After giving the question thorough consideration for one year, the commission made the following recommendations to the international association as a means for regulation and control of apprentices:

"(1) We suggest that in every community where progressive apprentice instruction is undertaken a survey be made of all of the printing houses for the purpose of finding out how many journeymen are employed in each branch of the industry and how many apprentices there are in each establishment with a view to encouraging the immediate employment of as many apprentices in every establishment as it is conveniently possible to instruct.

"(2) We suggest that all apprentices at present employed and all apprentices employed in the future be registered with the local typothetae or employers' association, in order that the apprentices may be graded as to their years of service, their age, nationality, general intelligence, etc., and so that employers who undertake any progressive instruction in behalf of the apprentices shall be protected from the practice of hiring one another's apprentices at rates of pay beyond that which the boy can reasonably be expected to earn and before the boy has finished his training under the instructor selected for him.

"(3) That an effort be made by the employer of every apprentice to enlist the co-operation of that boy's parents or guardian in the completion of the boy's term of apprenticeship and that the parents or guardian of the boy be fully informed as to the expected advancement throughout the boy's term of apprenticeship and his status upon the completion of his apprenticeship.

"(4) That a code of ethics be compiled which shall clearly set forth the duties of both parties to an apprenticeship contract; that a standard form of agreement between employer and apprentice shall be entered into with the consent and endorsement of the parents or guardian of the boy.

"(5) That a graduated scale of payment be put into effect whereby the boy shall receive upon entering his apprenticeship one-third the journeyman's scale and that at the beginning of each succeeding year of his apprenticeship, one-eighth the journeyman's scale be added to his pay and that upon completion of his fifth year of service he shall be adjudged a journeyman entitled to journeyman's pay.

"(6) That great care be exercised in the selection of boys as to general intelligence, age, previous education, health, etc., to enable them to rapidly qualify for the compensation mentioned.

"(7) That the boy upon entering any establishment be immediately placed under the tutelage of a competent journeyman for instruction in the duties of his task.

"(8) That it be compulsory for any apprentice to graduate from the United Typothetae of America's apprenticeship course or its equal before being adjudged a journeyman. That in composition it be optional to substitute the International Typographical Union's course for the United Typothetae of America's course wherever desired.

"(9) That upon the completion of the term of apprenticeship each apprentice shall be accorded a certificate from the local typothetae or from the United Typothetae of America, or other employers' association, testifying to the bearer's fitness to the title of a journeyman.

"(10) That the support of a good local vocational school of printing be enlisted for this programme and that the various grades of apprentices be encouraged to attend classes at such vocational school for their instruction upon matters relating to the ideals, traditions, and history of the craft and upon such other matters as their instructors may deem necessary and beneficial.

"(11) That graduation from such vocational school's regular course in printing before being steadily employed in a regular shop be counted for one year upon each graduate's apprenticeship course.

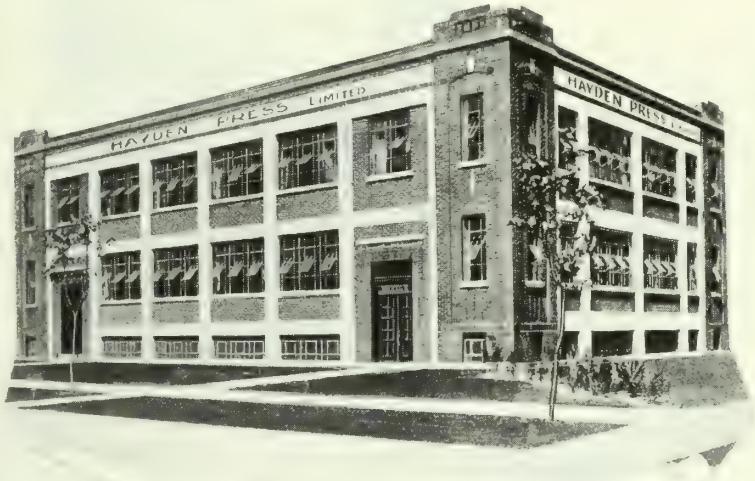
"(12) That a joint apprenticeship committee be created consisting of a practical employer, a member of a craftsmen's club and any other representative necessary to supervise the instruction of all apprentices and to recommend and regulate such action as may in their opinion be beneficial."

London Plant Changes Name

Advertiser Job Printing Company Reorganized and Renamed Hayden Press Limited—A Progressive Concern

HAYDEN PRESS, LIMITED, is the name now carried by one of the largest and best known printing establishments in Ontario. This is the result of the recent reorganization of the Advertiser Job Printing Co., Limited, of London, Ont., for many years directed by Mr. Edmund Hayden and now continued under his control with a change in the name style in keeping with the "personality" of the business.

The Advertiser Job Printing Co., long since outgrew the secondary position of the job department of a daily newspaper. Under the management of Mr. Hayden, who took over the reins when the business was comparatively small, the volume of work increased to such an extent that the old quarters in the newspaper building, Dundas Street would not accommodate the machinery and staff required and in November 1915 the company entered the handsome new building pictured herewith, and although predictions were made that the new plant was too great a step forward, business has, in the last seven years, advanced as never before.





PLANT OF THE HAYDEN PRESS, LIMITED, LONDON, ONT., AND MR. EDMUND HAYDEN, MANAGING DIRECTOR.

The reorganization marks the gratifying point to which the business has been brought by its present managing director, and is a recognition of the service given by Mr. Hayden to the institution during his connection of nearly 30 years. Mr. Hayden has a thorough technical knowledge of the business and this together with his ability to guarantee service and to turn out nothing but printing worthy of the company's imprint has won for his company that confidence which ensured, year-in and year-out, patronage of customers who are well satisfied to regard the printer who regards himself as a part of their organization as being one of the necessary departments of their business.

Hayden Press, well established and equipped to enter printing markets anywhere on a basis of thorough efficiency, begins a new era with the reorganization. Service that goes with printing, but is not typesetting or presswork, will be undertaken by men qualified in advertising and sales service. Direct-by-mail campaigns will be a feature of this service, as well as the publication field, embracing house organs, magazines, etc. Catalogue printing has long been a specialty at the Hayden plant, some of the largest concerns in Canada entrusting this important phase of their printing to the London concern.

The building of Hayden Press has two stories and a basement and is of reinforced concrete construction, faced with tapestry brick. It contains what has been called "A Model Canadian Printing Plant." The stairways are wide and not steep, affording easy access from one floor to another, while there are commodious elevators of sufficient strength and speed for the heaviest loads, as well as for passenger service.

Special attention has been given to the lighting, so that daylight comes in from four sides through steel-sashed windows, which practically form the entire walls of the building. The interior is unobstructed by partitions, and the ceilings and pillars are enameled in white, to distribute the light equally over the entire floors. The basement, in which is the pressroom, is treated in a similar manner and the light there is almost equal to that on the other floors.

The artificial lighting of the entire plant is generous but not conspicuous, all wiring being concealed, both for the lighting and the power circuits.

The offices, composing room, and shipping department are on the first floor. This brings the office conveniently near the composing room as well as makes it accessible from the street. The manager and the Service Dept. have separate private offices away from the public office. The job pressroom is on this floor and contains five platen presses.

The Monotype rooms, which adjoin the composing room, are particularly well lighted and ventilated and are placed side by side so that the transfer of the spools from the keyboards to the casters is only the work of seconds. The partition between the composing room and the caster room deserves special attention because of one unique feature. The lower part of this partition to the height of about five feet is composed of a series of pigeon-holes which are open on both sides. In these holes are fitted the sorts boxes, labeled according to size and face, red label being used on one end. When the compositor takes the box out and empties it of sorts he replaces it with the red label end toward the caster room, where the red is a signal to the operator that those sorts should be cast at once. When the operator has refilled the box he turns the red end out again.

The pressroom in the basement contains five cylinder presses and one auto-press. A striking feature of this room is the space between the presses and the allowance for storage

of stock and printed sheets. Practically one-half the floor space is available for this purpose, without in any way interfering with the working of the machines.

The bindery can boast of light, space and conveniences such as few job binderies are blessed with. The layout of the Hayden Press bindery is worthy of particular mention: starting at the elevator by which the work will enter the room, a line of machines stretches down one side arranged in the order in which they are ordinarily used, while the center of the floor is kept clear so that the finished work may be run right down to the elevator.

All Electrically Equipped.

With the exception of the three wire stitchers in the bindery, the entire plant is equipped with individual electric motors for each machine and there is no belting or shafting. This gives freedom from dust and there is no interference with the light, besides the economy of power.

The sanitation and cleanliness of this model plant are unusually well taken care of, and the floors and the machines are kept clean at all times. The welfare of the employees has been considered in planning the building and the dressing and toilet rooms are unusually spacious and well equipped.

Kingston Carriers Entertained

No matter how efficient the staff of a newspaper may be the power of that newspaper will not be what it should be in a community if the boys who deliver the paper from door to door are not efficient, was the fact which was brought prominently to the attention of the ninety odd British Whig carriers, who were the guests of the management of the Whig, at a banquet given at the Kingston Y. M. C. A., March 25. The members of the Rotary Club united in their efforts and made the banquet a glowing success. President "Joe" Stewart was in the chair, and the speakers of the evening were the vice-president, Rotarian Leman A. Guild, editor and managing director of the British Whig, Rotarian Taylor Dale, and J. G. Elliott, president of the Whig Publishing Company.

At eight-fifteen o'clock the banquet broke up, and the boys were the guests of "Rex" Snelgrove at the production of "Daddy Long Legs" at the Grand Opera House.

This is the first time in the history of Kingston that the management of any newspaper has taken upon itself the task of entertaining the carrier boys and judging from the enthusiasm of the boys, and also the members of the Rotary Club, it will certainly not be the last event of its kind in Kingston.

Demonstrating a Successful Interview

An innovation was introduced at the editorial conference of the Canadian National Newspapers and Periodicals Associations, held at Hunt's tea rooms, Toronto, April 6. It consisted of the staging of an interview. Mr. H. V. Mackenzie, editor of MacLean's Magazine, interviewed Sir Joseph Flavelle in the person of Mr. O. M., Ross, editor of Canadian Trade and Jeweler. Mr. Mackenzie being a widely experienced interviewer, and Mr. Ross being a man admirably suited for the part of impersonating the noted Canadian financier, the interview was a thorough success.

The purpose of the demonstration was to show the various steps by which a successful interviewer secures his story.

Canada's railway problems formed the basis of the interview. Mr. Mackenzie sought Sir Joseph's views. The latter proved reluctant at first but when all his objections were met he finally consented to furnish material for an article, subject to the provisions that he (Sir Joseph) should be furnished with a proof of the article before it was published, and that he be permitted to make any alterations or corrections he deemed necessary.

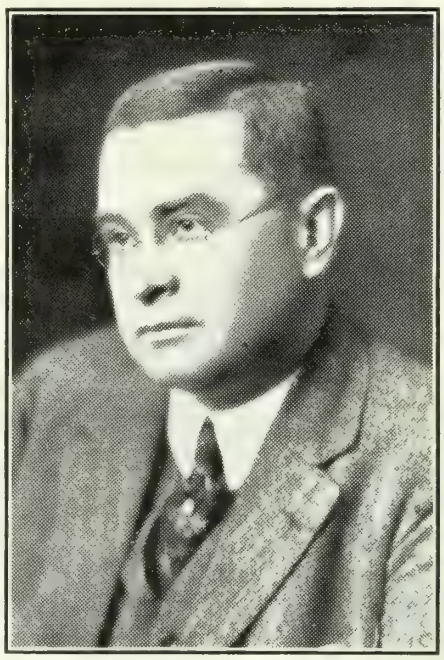
W. L. Leonard Goes to Philadelphia

Mr. W. L. Leonard, who on many occasions has travelled through Canada in the interests of the Miller Saw-Trimmer Co. products, and who is well known to many in the Canadian printing trade, has recently been appointed to the position of Sales Manager of that firm's Philadelphia Office. The territorial experience of Mr. Leonard especially fits him for this important position.

William Findlay to Leave Globe to Join McKim's

The advertising agency of A. McKim, Limited, announces that Mr. William Findlay, business manager of the Toronto Globe, will join their organization on May 1st, as a member of their Executive Board, which now consists of Messrs. W. B. Somerset, C. T. Pearce and H. E. Stephenson.

The retiring business manager of The Globe has won a place for himself among the outstanding executives of news-



WILLIAM FINDLAY

paperdom on this continent. For many years prior to his association with this paper he was vice-president and manager of The Ottawa Free Press, and the amalgamation of the business of that newspaper with the Ottawa Journal was carried out by him with conspicuous success.

In the wider field of newspaper enterprise Mr. Findlay has achieved success and won confidence. At the present time he is one of the committee in charge of the Bureau of Advertising of the American Newspaper Publisher's Association, and is chairman of the Canadian Advisory Committee of the Audit Bureau of Circulations. In the sphere of citizenship and public endeavor he is also widely known for his interest and enthusiasm in many lines of activity. For some years he has been a member of the executive committee of the Canadian Good Roads Association, and a director of the Ontario Motor League.

Appointed Manager of J. J. Gibbons' Montreal Office

Mr. Fred. S. O'Grady has been appointed manager of the Montreal office of J. J. Gibbons Limited, Advertising Agents. Mr. O'Grady has had a long, successful business experience, including five years as General Manager of Atlantic Sugar Refineries. He has a shrewd, practical knowledge of merchandising conditions all over Canada.

Joins Staff of Canadian Advertising Agency

Mr. Frank Thompson, who for the past 12 years has been associated with the Canadian Street Car Advertising Company, has now joined the staff of the Canadian Advertising Agency.

Mr. Thompson has an exceptionally broad knowledge of advertising, as previous to his connection in the street car field, he was with the Ottawa Citizen and Free Press; the Farmers' Advocate in Winnipeg, and the Montreal Daily and Weekly Star, Montreal,

PRICES FOR PRINTING

Adopted by Midland Counties District Press Association

In Effect February 1922

LETTERHEADS

8½ x 11 x 20 at 28c

250	$ 4 50
500	6 00
1000	9 00
Extra 1000	6 00

Two colors $4 per Thousand extra.
Higher priced stock add to these prices proportionately.

BILLHEADS

5½ x 8½

8vo Post— 250	$ 4 00
— 500	5 00
—1000	7 50
—Extra 1000	5 50

7 x 8½

Quarter Cap— 250	4 25
— 500	5 50
—1000	7 50
—Extra 1000	5 50

8½ x 11

Quarter Post— 250	$ 5 00
— 500	6 50
—1000	9 00
Extra 1000	6 50

8½ x 14

Half Cap— 250	$ 5 50
— 500	7 50
—1000	10 00
Extra 1000	7 00

Smaller quantities than 250 to be $3.50 to $4.50 according to size.

WINDOW CARDS

Concert, Entertainment, etc.

11 x 14—1, $3.00; 25, $6.00; 50, $7.50; 100, $10.00.
Colored ink extra $3.50.
14 x 22—1, $4.00; 25, $8.00; 50, $10.00; 100, $13.25.
Colored ink extra $4.00.
22 x 28—1, $4.50; 25, $9.00; 50, $12.50.
Colored ink extra $4.50.

NOTE AND LETTER CIRCULARS

Work only—15c per line set in 12 pt type, 36 ems, with minimum for press work of $1.00, first 100 copies. Add. 100, 50c. Cost of stock to be added. Manuscript averages 10 words to line.

Where business heading is also to be printed on circulars minimum charge of $1.50 to be added.

Two-color circulars add $3.50 and 30 per cent. for blank fly leaf.

DODGERS AND POSTERS

(White Paper, light form; **colored paper** 10 per cent. extra.)

6 x 9—100, 2.50; 250, $3.00; 500, $4.00; 1000, $5.50. Add. 1000, $2.75.
6 x 12—100, $3.25; 250, $3.75; 500, $5.00; 1000, $7.00. Add. 1000 $3.50.
9 x 12—100, $3.75; 250, $4.75; 500, $6.00; 1000, $8.00. Add. 1000 $4.00.
12 x 18—25, $5.00; 50, $5.75; 100, $6.25; 200, $7.00; 500, $8.00. Extra 100, $1.00.
18 x 24—50, $7.50; 100, $8.50; 200, $9.50; 500, $12.50. Extra 100, $1.00.
24 x 36—25, $8.75; 50, $9.75; 100, $11.75. Extra 100, $4.00.

For heavy composition add to these prices. Two-colors add 50 per cent.

AUCTION SALE BILLS

With Lists of Farm Stock, Implements, etc.

12 x 18—25 $7.50; 50, $8.00; 100, $8.75.
18 x 24—25, $9.00; 50, $10.00; 100, $11.00.
24 x 36—25, $12.00; 50, $13.00; 100, $14.25.

PRINTING BILLS OFF ADVTS.

9 x 12—50, $3.50; 1000, $6.00. Additional 1000, $3.50.
12 x 18—500, $4.50; 100, $7.50. Additional 100, $5.00.
18 x 24—500, $6.00; 1000, $9.00. Additional 1000, $6.00.

STATEMENTS, MEMOS AND NOTEHEADS

8½ x 5½ x 20 lb.

250, $4.00; 500, $5.00; 1000, $7.00. Extra 1000, $4.00.

ENVELOPES

(Printing only—add net cost of Envelopes plus.)

250, $2.00; 500, $2.50; 1000, $3.50; 2000, $6.00; 5000, $12.00.

CONCERT TICKETS

With coupons—100, $2.50. Additional 100, 50c.
Without coupons—100, $2.00. Additional 100, 50c.

GOV'T POSTCARDS

(Printing only.)

100	$ 2 50
Additional 100	25

PRIVATE POSTCARDS

(Printed both sides.)

100	$ 5 00
500	7 00
1000	10 00

VISITING CARDS

50, $1.50; 100, $2.00.
Black bordered, 50 per cent. extra.

BUSINESS CARDS

stock, $2.00 per 1000.
100, $2.50. Additional 100, 75c.

INVITATION CARDS AND ENVELOPES

3½ x 5½—25, $3.50; 50, $4.50; 100, $6.00. (One side only.)

MEMORIAL CARDS

12, $2.50; 18, $2.75; 25, $3.00; 50, $5.00; 100, $7.00.

WEDDING INVITATIONS

$2.50 Stock, including inside and outside Envelopes.
12, $3.75; 18, $4.25; 25, $4.75; 50, $6.50; 75, $8.75; 100, $10.00.

AT HOME CARDS

(Including Envelopes.)

Small 8vo—25, $3.50; 50, $3.75; 100, $4.50. Extra 100, $3.00.
Large 8vo—25, $4.50; 50, $4.75; 100, $5.50. Extra 100, $3.50.

BUTTER WRAPPERS

500 with maker's name, $4.25; 1000, $6.50; printed "Dairy Butter" only, 50c per 100. Plain, 40c per 100; $1.75 per ream.

SHIPPING TAGS

On basis of No. 5 Tag
500, $3.50; 1000, $5.50. Additional 1000, $3.50. Other sizes and qualities in proportion.

ROUTE CARDS

14 x 22—25, $10.50; 50, $12.25; 100, $14.75. Additional 100, $4.25.
Folders, 7 x 7½—50, $7.50; 100, $8.50. Additional 100, $1.75.
Charge for extra heavy or tabulated pedigree, $10.00 up.)

RECEIPT AND ORDER BOOKS

3¼ x 8½—250, $5.00; 500, $6.00; 1000 $8.00. Extra 1000, $4.00.
3¼ x 11 (with stub)—250, $6.00; 500, $7.00; 1000, $9.00. Extra 1000 $4.25.

BALLOTS

3 names or less, 300	$5 00
Each additional 100	25

Also add 50c for each additional name.

PRIZE LISTS

$2.50 per page for 200 copies; 25c per page additional for each extra 100 copies.

VOTERS' LISTS

$2.50 per page for 200 copies with 25 names or less to a page set without down rules. Cover to count as four pages. Additional 100 copies, 50c. per page.

FINANCIAL STATEMENTS AND AUDITORS' REPORTS

Reports, 5½ x 8½, type, 24 ems x 40 ems, $2.50 per page for 200 copies. Additional 100 copies 50c per page. Cover to count as four pages.

BOOKS, PAMPHLETS, CONSTITUTIONS, BY-LAWS, MINUTES, ETC.

5½ x 8½—$2.50 per page for 100 copies 8 point solid. Additional 100 copies, 50c per page. Cover to count.

CONCERT PROGRAMS

Single Sheet 5½ x 8½—20 numbers or less. 20 lb. paper at 20c. 250, $5.00; 500, $5.75; 1000, $7.25.

4 page folder printed 3 pages—250, $7.50; 500, $9.00; 1000, $11.00.

WORK LIST

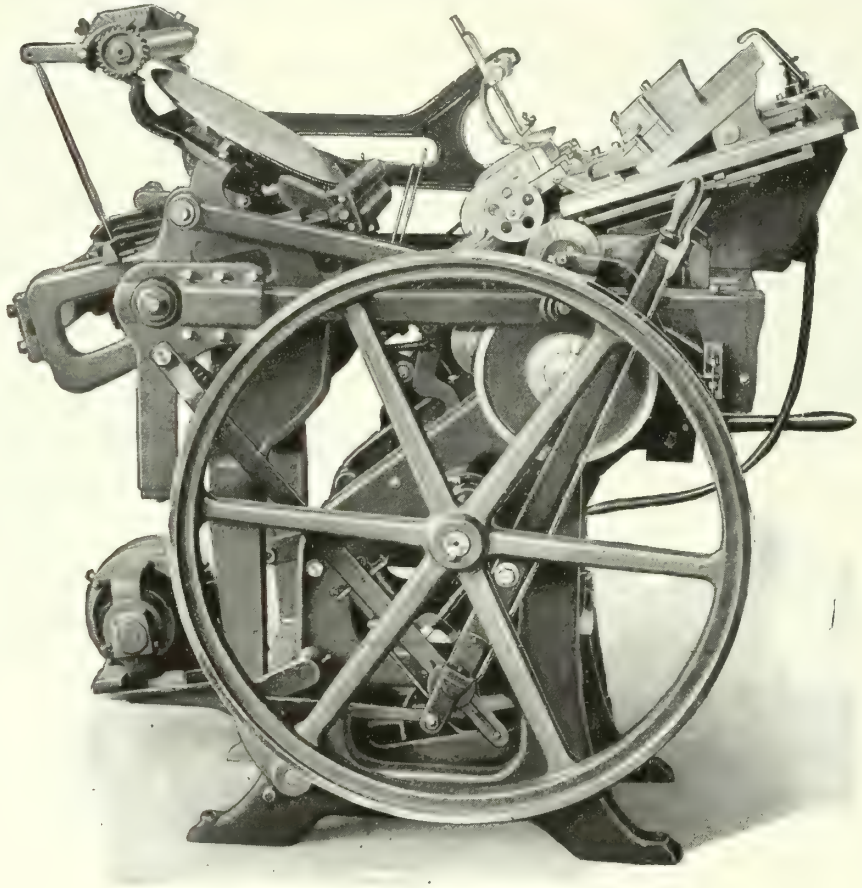
Gordon press work, $1.50 per hour; hand composition, $2.00 per hour; machine composition, $2.50 per hour; cylinder press work, $3.50 per hour; bindery work, $1.00 per hour; hand numbering, 75c. per 1000 numbers, punching, 50c. per 1000 holes; perforating, $1.00 per hour; wire stitching, $1.00 per hour; folding, 75c. per 1000 folds.

This list is accepted as a reliable guide by the members of the Midland Counties District Press Association. It presents an interesting comparison with the "Bruce" list, published in the January issue of this paper. Prices differ in some instances but on the whole the two lists are very similar.

KLYMAX

Attached to CHANDLER

Simple, Accurate and Speedy



No Gears! No Cams!

The "Klymax" Feeder represents one of the most effective advances made in recent years to promote efficient and economical printing. It has no gears, no cams, and no tapes and comparatively few wearing parts.

The "Klymax" is simple, convenient—a perfect feeder in every respect for 8 x 12 and 12 x 18 Chandler & Price presses.

The "Klymax" feeds, registers and delivers automatically all weights and makes of paper from and including French folio to eight or twelve-ply cardboad; also envelopes, blotters, tags, flat bags, box cartons, etc.

NO extra attachments are required—the machine is complete. The production on the 8″ x 12″ varies from 2,500 to 3,100 or 3,200 impressions per hour, according to class of stock, size or form, amount or ink, etc. The production on the 12″ x 18″ ranges from 1,700 to 2,200 per hour.

The Register is hairline, making it possible to run any sheet through the press for ten or twelve impressions with exact register. **The spoilage is decidedly less than the spoilage that always accompanies hand feeding, and the upkeep of the feeder is extremely low.**

TORONTO TYPE FOUNDRY

Everything for the Printer

120 Wellington Street West

FEEDER

SOMETHING BETTER

& PRICE JOB PRESS

Reasonable Price, Low Upkeep

Easy to Operate!

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Everything for the Printer

Maintain the Correct Price

In Meeting of Competition Small Town Printer Should Cover Cost of Production, With Percentage Added, Before Accepting Work.

By H. W. FARROW
Farrow Bros., Brockville, Ontario

THE article in a recent issue of Printer and Publisher entitled "Bruce Price List Commended", by Frederick B. Elliott, has, we venture to say, been read more carefully and studied to a greater extent than is usually the case with the article urging the printer to know his costs and add something for profit before fixing the price of his product.

We heartily agree with practically everything Mr. Elliott has written. Too many printers and publishers, in our opinion, lose sight entirely of the fact that they should include in their overhead costs interest at 7% per annum on every dollar they have invested in the business. Those who do not own plant and building have to pay this 7% either directly or indirectly, on that portion of their property to which their title is not clear. Why should they not take this same legitimate revenue from the portion which they do own?

The incident related by Mr. Elliott about the publisher (notice he was not termed a printer) who was getting $2.50 for a $12.50 sale bill, was what got the writer started on this little article. While that was obviously an extreme case, yet every day there are jobs going through many Canadian printing houses at almost as ridiculous prices. And if the writer were asked for an opinion as to what elements were responsible for the wide disparity in prices, we would say that there are, on the whole, two great factors at the bottom of the situation. One of them—that of lack of knowledge of costs—is comparatively easy to get at; and we fancy Mr. Elliott has started a lot of publishers thinking the matter over. The other factor—competition—is not so easily solved. The fact that some printers and publishers **who do know their costs**, are turning out printed matter at prices ranging all the way from 10% to 50% lower than the standard set by the Bruce List, would seem to indicate that competition is a very formidable factor in the question of prices.

The writer maintains that a great many of the printers, from both city and country districts, who are turning out this cheap work **do** know their costs. They **must** know what their work costs or they could never have built up the complete organizations which are theirs. But it would be a mistake to suppose that all the work passing through these shops is charged for on a basis much lower than that of the Bruce County Press Association. The greater part of their work must necessarily be put through at prices that will yield a profit. But right here is where the difficulty arises, and this is how it works out:

The Case of "John Jones"

Suppose, for instance, that "John Jones" has a print shop. His equipment is up-to-date. He employs a staff of, say, thirty hands, all told. This plant is located in a small city where there are several other publishers. They have an agreement covering scale of prices and discouraging the stealing of employees from each other. This is well. There is peace and harmony at home. John Jones' business is steady, reliable, and all that any printer could reasonably wish for—with one exception. There are certain times of the year, or certain times in each month, or maybe one day per week when work is slack. To be sure, Mr. Jones has calculated his overhead expense on a year basis, and he knows there are fewer leaks in his business than in the average but he can't stand these occasional periods of quietness. He is a believer in efficiency and maintains (whether rightly or wrongly) that his staff is not as efficient after a slack period as they are when on the hustle. On account of his agreement with the other printers in his city, he makes no effort to cut into their work during his slack season; were he to reduce his staff he would be handicapped in getting help when the rush period comes. There are two courses before him—either to sit back and wait for the tide to turn or invade some distant printer's territory—preferably the territory of some printer who is not likely to retaliate in like manner.

Mr. Jones puts a traveller on the road, and the traveller is a paying proposition for Jones, even if the prices he gets actually fall below the cost of stock and labor, without considering overhead at all. The labor, which is the big item usually, must be paid whether it labors or not, and the overhead is already taken care of by the regular work at good prices. In addition a higher state of efficiency is maintained by keeping the staff busy. So much for Mr. Jones. He is a good business man—his thriving business proves that.

Now, how about the printer in the town where Mr. Jones' traveller makes his regular calls, taking orders at low prices for delivery at periods which will fit into the slack spells? He has endeavored to figure out his costs; nothing would please him better than to get such prices as those mentioned in the Bruce List—but there must be something wrong with his figures somewhere; possibly his staff is incompetent. It is hard to understand, why he, with no Union to contend with, lower rent or taxes, power and light at the same rate, finds he has to get $6.50 for 1,000 letterheads in order to make ends meet, (which by the way, they get $8.75 for in Bruce) while John Jones of the neighboring city can do them for $5.50

Where the Mistake is Made

Here is where the small town printer makes a mistake. He takes it for granted that Jones does all his work on this scale, and lowers his own standard of prices on the whole list in order to meet the competition. His customers would accuse him of "hold-up" tactics were he to ask $6.00 for 500 letterheads when they can be procured elsewhere (of course not on short notice—but that shouldn't make so much difference) at $5.50 per 1000. The customer does not know the facts of the situation and supposes in a vague sort of way that it is the much-talked-of "quantity production" which enables the city printer to quote the lower prices, and he ties up to Mr. Jones—that is, until he wants something in a hurry, sends his copy off to the city, where it arrives during Jones' rush season and is put through at the regular rates.

Then what? The customer comes back to Small Town Printer, and is often agreeably surprised to find that the printer has met, or at least come part way toward meeting, the prices of his city competitor. This is good—good for the customer—but disastrous for the small town printer if he persists in taking as his cost standard the emergency figures quoted by any competitor. Unless a printer bases his prices upon his costs, he is in a somewhat similar position to the man who built his house on the sands, and unless he adds something to costs, he will never drive anything bigger than a Ford, and perhaps not even that.

The writer realizes that he will probably be put down as one of the small town printers, complaining about the big fellows invading his territory. As far as being a small town printer is concerned, this is true, but we have no complaint to make. On the contrary, our position is somewhat similar to that of John Jones, of the city, only on a smaller scale, and we solve our problems much the same as Jones does.

Every small town printer in the country knows that the big fellows' agents canvass the outlying districts—and they certainly don't take their standard of prices from the Bruce List—nor from the Franklin List either, for that matter; or if they do, there is a copious discount sliced off before the figures reach the "ultimate consumer." We frequently lose work because our prices are too high. Or rather, we should say, because our competitors' prices are too low. We know our prices are not high, because they do not measure up to the standard set by the Bruce County Association. Whether our prices are fair or not, it is a fact that we are often underquoted by as much as 25%. But this is no reason why we should try to meet our competitors' prices, or adopt a false cost basis that would enable us to get the work.

Under existing conditions, we have no hesitation in saying that we do not criticize Jones for his method of getting enough work to fill in the slack time in his shop. This practice, in some cases, is an economic necessity. We have on several occasions adopted the plan and profited thereby. The difference, however, between Jones and ourselves, was that while he invaded the small town areas and secured work at less than the regular small-town rate, we, being in from the small town, of necessity had to invade the city, and encountered no difficulty in selling our product at regular prices.

A Step in the Wrong Direction

On page 25 of Printer and Publisher for January there is an article about a deputation of publishers planning to ask the Legislature to license the city printing offices that send out salesmen. If this Milton report is accurate, it would seem to us to be a step in the wrong direction. The same argument could be applied to every line of mail-order business in the province. We fancy the ultimate consumer likes competition. But don't try legislation. This province has already had sufficient of that. Competition is the life of trade. Fair competition is desirable in every line of business. Unfair competition is, we believe, as great a factor in keeping down printing prices as lack of cost knowledge. If it is possible, by any means, to discourage or remove the necessity for this price-cutting evil, a long step will have been taken toward better and more uniform printing prices in Canada.

The Cost of Publishing a Newspaper

SINCE the prices of certain commodities have been considerably lowered of late some buyers of printing and subscribers to newspapers, magazines, trade papers and other publications are inclined to expect, and in some cases emphatically insist upon securing lower rates. Are lower rates justified? If you are inclined to think so read following carefully prepared article by W. R. Davies, editor and publisher of the *Renfrew Mercury*:

"A few days ago The Detroit News gave up the publication of its morning paper. Although Detroit is a large city with a splendid district around it, yet this well edited morning paper could not survive. In Canada in the last month two or three weekly newspapers have gone out of business, and during the past two years numerous dailies and weeklies.

"Newspapers' costs are not apparent on the surface, nor does the public have any real conception of the money and effort required in these days to publish even a fairly good local weekly. Occasionally someone unthinkingly asks when is the price of the paper coming down, and occasionally someone inquires about reductions in advertising rates. At a meeting of representative weekly publishers from all over Canada held in Toronto two or three weeks ago a careful comparison of costs and revenues was made, and it was clearly shown that in regard to publishing a weekly newspaper the costs were at the present time as high in some cases even higher than they were during the war.

"There have been slight reductions in one or two things. The cost of newsprint has been slightly reduced, the total reduc ion being equal to 2c per year on a year's subscription. Newsprint is still three times the price of pre-war days. Ink is from five to six times the price that it was ten years ago. Type is between two and three times pre-war prices. Linotype metal, which during the war soared to almost prohibited prices, is still three times the pre-war price. "Cuts" that in 1913 and 1914 could be purchased for 75c are to-day from $2.75 up. These are just a few of the items entering into the cost of publishing, but they are not the most serious ones. Wages were never higher in the history of the printing business in Canada than they are to-day and this is, as everyone knows, a very serious item. The high cost of labor in the printing bu iness is due to two things, the high cost of living and the shortage of printers. This situation may be relieved somewhat in a few months. A great many printers in the cities are on strike for higher wages and shorter hours. The battle has been going on for eight or nine months and just what the result will be it is not easy yet to foretell. Another serious item entering into the cost of publishing is coal which in 1917 could be bought for $9.00 a ton, and which to-day is nearly double that. On the 20 tons or so that it takes to heat a small modern printing office this makes a serious difference, and this is one thing that cannot be curtailed because printing cannot be done when the workshop is below a certain temperature. Then again we have postage which in the short space of two years has been increasing six fold.

"The conclusion that the committee of newspaper men came to after carefully analyzing costs was that any reduction of advertising and subscription rates would be courting disaster. As a matter of fact the situation in some sections calls for increases if weekly newspapers are to remain in business and to keep up to the standard desired by the public. Small newspapers in the western provinces with circulations of from 500 to 1,000 are charging a subscription rate of $2.50 a year and have a minimum advertising rate of 45c an inch.

"The weekly newspaper business never was, nor ever will be a money-maker. In days gone by men have given their lives to the business and at the end of a long career have not had sufficient to keep them in their old age. It has been a business that has been woefully abused. People have expected and have been given too much for nothing, and while to a great extent the weekly newspaper is still and probably always will be a community proposition where much is expected and much is given for nothing, it cannot be carried on to-day without the application of sound business methods such as are applied in manufacturing, wholesaling and retailing.

"As we said before the weekly newspaper business is not a money-making business, in the general acceptance of the term, but owing to the large investment which has to be made at the present time in plant and equipment, (a single Linotype costing as high as $6,000), it has to yield an adequate return on the investment. This means advertising and subscription rates based on costs and not guessed at as in the old days. This has been largely brought about by modern conditions due to some of the points we have emphasized above. While ten, fifteen years ago it was easy to set up in the printing and publishing business, to-day few men who have been trained to the printing and publishing business have sufficient capital to instal and equip a modern weekly newspaper and printing plant. Capital has to be secured and a proper return on the investment has to be guaranteed, just the same as in any manufacturing company or large retail concern."

Truthful Advertising

Resolutions were unanimously adopted by a general meeting of the Montreal Publicity Association affecting the standards or practice to which all members must subscribe as well as future applicants before gaining admittance to the association. The resolutions read as follows:

We pledge ourselves to remember that advertising is and should be, first of all, an exponent of the square deal, and that it is only when business men put the interest of the buying public first that they take the best advantage of their opportunities. We will not at any time knowingly do anything which will injuriously affect advertising, nor will we carelessly speak ill of any advertising medium. We will work together to the end of making all advertising more truthful, knowing it will be more effective and of greater benefit to the buying public. We will exercise care, individually, at all times, to see that every advertisement with which we have anything to do shall measure up to the plain simple truth. We stand firmly for constructive advertising and condemn, without reserve, all forms of destructive advertising. To each other we pledge patient service toward the upbuilding of advertising in this community. To all business men of this community, we pledge co-operation toward the advancement of the community's business along sane and proper lines. To the public whom we as a club serve primarily, we pledge our best efforts to make advertising the servant of the people in the truest sense.

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The Menace of the Foreign Printer

The printing industry of the United States is seriously threatened by competition from German firms, according to the leading article in the March 11th issue of *Printing* of New York.

Printing firms in Germany are evidently making a determined bid for trade from American manufacturers. This is indicated by letters and pieces of advertising recently received from a printing house in Berlin by various companies throughout the United States.

A concrete example of this German invasion is furnished in the case of an Omaha baking concern. This firm received a voluminous amount of advertising matter from the Elsner Printing Company of Berlin. The baking concern promptly forwarded the literature to the Omaha Chamber of Commerce, pointing out the impending danger. Investigations carried on by the Chamber of Commerce brought to light a number of instances where a number of Omaha's manufacturing firms have recently received business solicitations from German printers. Offers were made to produce made-in-Germany printing sixty-five per cent. lower than the Omaha printer's prices.

As a consequence of this invasion of German printing houses in their territory, Omaha printers are up in arms and are taking immediate steps to secure protection.

There is no law of any consequence regulating or protecting American printers from foreign competition. Omaha printers, supported by the local Chamber of Commerce, discovering the present tariff to be negligible, are now asking the United States Chamber of Commerce to take up the matter with the view of making an insistent demand upon Congress to establish a high protective tariff.

What of Canada and this foreign printing menace? This is a natural question in view of what is taking place in the United States. There is a tax on German printing coming into this country. To wit, 35 per cent. This may appear adequate on the surface, and prove sufficiently effective under normal conditions. But we are faced with abnormal conditions arising out of the situation of the exchange market, which permits foreign printers, particularly German printers, to quote extremely low prices for work in America and still make a substantial profit. Omaha printers advocate a tariff up to 1,000 per cent., and claim this figure not to be at all out of proportion.

This at first sounds like a duty beyond all bounds of reason, but let us see what it really means. Taking the present value of the mark at half-a-cent (it is really less than this), the value of Mk. 2,000-worth of printing in American money would be $10, the duty on which at 1,000 per cent. would amount to $100. Thus this 1,000 per cent. on the present value of the mark would be only 20 per cent. on the original value. This should be a sufficiently high tariff to kill all German competition; for with the mark at only one-fiftieth of its former value prices have risen to at least twenty-five times what they were, but even supposing they had only risen tenfold this twenty per cent. duty is now equivalent to an ad valorem charge of 200 per cent.

In Canada our tariff-makers have adopted a different system and one which will work better, in that it is unnecessary to consider the almost daily change in the value of the mark. We have decreed that, no matter how low the mark (or in fact any unit of foreign currency) may fall, its value for tariff purposes shall not be taken at less than half its pre-war value, viz., 12c. So that until it reaches a value some twenty-five times greater than it has at present, 12 cents is its value for tariff purposes. This is a much simpler system and brings pretty much the same results.

The duty which printing valued at 2,000 marks, equivalent at present to $100 would pay on entering Canada would be 35 per cent. on $240 (the value of 2,000 marks at 12 cents) i.e. $8.40, a little less than the U. S. duty but still quite sufficient to protect the home industry when we consider that our tariff system makes the duty twenty-four times what it would be were it calculated on the actual value of the mark.

The Canadian printer has probably more to fear from Japan than from Germany in the way of competition. Japanese printers are now in the field for work at prices no Canadian house can meet. Their work however is crude and at present not likely to displace the home product at any price. Knowing however the adaptability of the Oriental it will be wise for the Canadian printer to keep an eye on his activities.

A tariff on foreign printing sufficiently high to give real protection is desirable. This coupled with a Marking Act which will ensure that the country of origin be shown would give Canadian printers the protection to which they are entitled.

Radiophone Enters Publishing Field

Recent scientific research has upset all preconceived notions of communication between distant points and has progressed to such an extent as to almost stagger the average mind.

Through the medium of a powerful electrical transmitting apparatus it is now possible to send the human voice broadcast hundreds of miles (without the aid of wires) to be heard by simple, inexpensive receiving sets operated by electricity obtained from ordinary dry batteries.

It is impossible to enumerate the multiplicity of uses to which the Radiophone may be put and it is quite certain to find a place of importance in the publishing field. A start has already been made.

Printer and Publisher wishes to extend its congratulations to *Farm and Home*, Vancouver, B. C. This progressive farm paper claims the distinction of being the first and only farm journal in the world to broadcast radiophone messages to its readers. Every section of rural British Columbia, from the largest centre to the remotest corner of the Province, will enjoy a regular *Farm and Home* Radiophone programme daily. It will be possible, with the high power machine installed, to flash messages within a radius of one thousand miles from Vancouver. Latest flashes of the world's news, market reports, sports results, voices of great artists and orations of prominent speakers will be daily features of *Farm and Home's* programme. By breaking down the isolation of the farm, a new era has dawned for the farmers on this continent, as no doubt many of the other large farm papers of Canada and United States will fall in line with this new and improved method of communication.

Farm and Home added three thousand names to its list of subscribers in thirty days by virtue of its Radiophone service.

Women's Success In Journalism

Men of the Press State Their Views At Luncheon Tendered By Toronto Women's Press Club

By ANNE MERRILL
Editorial Staff, Toronto Mail and Empire

THE Toronto Women's Press Club ventured into a previously untrodden path and initiated something which will be likely to bear consequential results, when they entertained at luncheon, last month, twenty members of the sex which has dominated—largely from force of habit perhaps—the journalism of the past.

Many more than twenty men were bidden to the feast where eighty-two distributors of ink and ideas eventually sat down to the attack; but it grieves me to have to state, what I believe to be a fact, that a number of those who had gone so far as to accept the ladies' invitation, got chilly extremities as the hour of dread approached, and failed to answer the roll of present.

But those editors and scribes who did bravely face the music—to them perhaps dubious music of feminine voices coupled with the clatter of plates—declared that they enjoyed the affair immensely, though the declaration may have been born of sheer heroism with a dash of gallantry.



MR. C. A. C. JENNINGS
Editor-in-Chief, Toronto Mail and Empire.

The men on this occasion—an exception from the usual—did most of the speaking; several referring jocularly to the surprising fact of finding themselves, contrary to long established custom, taking time enough in the middle of the day to absorb a respectable meal; those who talked lightly did so, it was felt, because they were unaccustomed to meeting women writers on the common ground of their work. Finding themselves out of their element and floundering, they fled to the usual refuge in such circumstances—the safe harbor of humor.

The outstanding speeches, it was generally agreed, were made by Mr. C.A.C. Jennings, Editor-in-Chief of the Toronto Mail and Empire, and Mr. John Lewis, Editorial writer of the Toronto Globe, who talked neither down nor up to women writers but on a level basis, showing an intelligent and sympathetic interest and understanding in what women were endeavoring to do, and throwing out useful and practical hints for their future guidance.

Mr. Jennings generously paid tribute to what he considered to be women's marked ability and success in professions—one of which was journalism—hitherto reserved exclusively, but without justification, for men. Women, he said, were grappling with the realities in newspaper work in a distinct way of their own. This was evident particularly in their handling of social subjects which were being dealt with by them in a human rather than a scientific manner.

He referred to the fact that a certain great newspaper proprietor in England had ten years ago made the discovery, and also the statement, that the circulation of his string of papers was considerably extended and their influence greatly increased by the acquisition of women writers on the various staffs,—Mr. Jennings frankly making the application local.

Mr. Lewis warned, to the surprise of some, against too high ideals in one's work. This, he seemed to suggest, was woman's weakness. She should instead be ready to tackle anything that offered, to write all kinds of stuff—not just selecting this and discarding that in pernickity fashion; and what was more, to place it wherever she could find a profitable market—"the United States or anywhere else," he added pointedly. If her output was not appreciated in Canada, well, let her send it where it would be. And the speaker counselled women to see something of the world, to grasp the opportunity of every varied experience and not "stick in one place all the time."—A rather pathetic touch coming from one who had himself, during an extensive journalistic career, "stuck in one place" so long!

Mr. Percy Bretz of the Toronto Evening Telegram announced a retrogressive policy on the part of his paper. They were not going to encourage further petticoats to flutter in The Telegram wardrobe. Though admitting that women could do, and had done, excellent work—in some cases even better than men, he acknowledged—there were difficulties, because of their skirts, in climbing some of the rough fences of daily journalism—difficulties insurmountable it would appear. There had been during the war, ten girls on the Telegram, the number was now reduced to three.

Women's Pages Attractive to Men.

Mr. Bretz made a remark that particularly interested me when he pointed out the value of making women's pages attractive to men as well as to women. That is exactly what was aimed at (will readers forgive my being personal?) when I started a page in the Mail & Empire, "For the Average Woman and an Occasional Man." So far as I know this was the first woman's page in Canada to open its gate to men. It was opened very timidly, I confess, being just an experiment; but the process of man-baiting has proved so effective, that now, after two years, fully fifty per cent. of my incoming letters are from men.

Mr. Hector Charlesworth of the Toronto Saturday Night, famed for his musical and dramatic criticisms, spoke charmingly. He said that no one had welcomed the ladies into newspaper offices more heartily than himself ("Hailed with delight" were his exact words, I believe) for previous to their entry he had been obliged to struggle manfully—but with ill success, he feared—through columns of millinery openings and weddings as well as many other of the hateful tasks of a society editor. That women would always have their uses around a newspaper office Mr. Charlesworth graciously seemed to suggest;—but whether those who heard him would be so entirely pleased when the meaning underlying his words later sank into their consciousness is highly doubtful.

Mr. Newton McTavish, editor of the Canadian Magazine, appealed, cryptically, for "a larger vision in the field of journalism" but fortunately for the enchanted listeners lapsed into relating delightful anecdotes of which he always has a large—and generally Scottish—store.

Mr. Joe Clarke of the Toronto Star made a characteristically non-committal speech punctuated with pleasantries.

Mrs. R. G. Black, the retiring president of the Toronto Women's Press Club, whose notably successful year in office will go down in history as the happiest one in the club's history, performed the duties of chairman with admirable grace, wit and brevity.

Over sixty members of the T.W.P.C. were present each wearing her identification card tied with red and black, the club colors; and a list of their guests follows:

At the head table, with Mrs. Black, were Mr. C.A.C. Jennings, Mr. John Lewis, Mr. Newton McTavish, Mr. Percy Bretz, Mr. Hector Charlesworth, and Mr. Joe Clarke; while scattered at smaller tables, intermingling with their hostesses, were Mr. J. Vernon McKenzie (editor MacLean's Magazine), Mr. M.W. Rossie and Mr. M.O. Hammond (editorial writers the Globe), Capt McKinnon (City Editor Globe), Mr. J.R. Bone, Mr. Arthur Hawkes and Mr. Cranston (the Star), Mr. J.M. Elson, (editor Canadian Farmer), Mr. Livesay (manager Canadian Press), Mr. Wm. Banks, Jr., (British and Colonial Press), Dr. Crews and Rev Archie Wallace (Methodist Book Room), Mr. Ross (Farmer's Sun), Dr. Duncan (Presbyterian Publications), Mr. Ross of the Trade papers, and Dr. Creighton.

Annual Meeting of the T.W.P.C.

Seventy Take Part in Jolly Affair—Miss C. M. Storey the New President—Retiring President, Mrs. R. G. Black, Speaks on Ideal Club

By ANNE MERRILL

Three tears, you back numbers, for you,
Three tears, you poor has-beens, for you,
You have worked for the old Club like heroes,
Three tears, you old fogies, for you!

Three tears, you back numbers, for you!
Three tears, you poor has-beens for you!
We will miss you and bless you forever,
Three tears, you old fogies, for you!

IN SUCH jolly and frivolous parodies were the retiring vice-presidents, and other officials of the Toronto Women's Press Club sung out of office at the Club's annual meeting which took the form of a banquet at the King Edward on the evening of March 29th, attended by seventy or more, all taking part lustily in the singing, led by Mrs. Ringland (Mabel Crews) who was conducting the song-hits which had been cleverly adapted by Mrs. Harold Purser (Mona Cleaver) and Miss Louise Rorke, from well known songs. As these were two of the "retiring vice-presidents" the humor of their calling themselves names was appreciated.

Mrs. R. G. Elliott accompanied the songs on the piano and during the evening played several numbers she had set to music from "Verse and Reverse," the attractive little Christmas volume got out by the T.W.P.C., Mrs. Ringland singing them charmingly—"The Sandman," by Mary Houston; "In The Dark," by Emily Weaver; and "Only Three," by herself.

Two interesting visitors were present—Mrs. Florence M. Sherk of Fort William, and Miss Edith McConnell of the Vancouver *Sun*. Mrs. Sherk is acting president of the Port Arthur and Fort William Club, Editor of the women's daily page of the Fort William *Times-Journal*—one of the brightest pages in Canada—and historian of the Dominion Club. In her leisure (?) moments, she has brought out a charming book of verse, "The Workshop and other Poems," a copy of which was "accepted" by the Prince of Wales for his considerable Canadiana.

At dinner every member found herself face to face with a place-card, not of her own choosing, bearing a word or phrase of varied assortment from "hairpins" to "Castles in Spain," each victim having to tackle the subject willy-nilly, in a one-minute speech, the responses being witty and appropriate.

But the evening was not entirely frivolous. There was the business meeting, at which Mrs. R. G. Black, the retiring president of the T.W.P.C., who has endeared herself to every officer and member during the past year by her unselfish devotion to the club, left a few serious thoughts with the members to consider and hold as an ideal for the future.

To Improve Status of Women Editors

The outgoing executive had plans, said Mrs. Black, for the establishment of a bureau for the disposal of manuscripts, and there was a movement, already started, to improve the status of women editors, but the new officers would be likely to bear these in mind.

There were three things necessary to the making of an ideal club, thought Mrs. Black. It must be useful professionally to all its members. Each member ought to find her club a place where she could talk shop if she wanted to, get new ideas and find opportunity to place her work. Secondly, it needed to be democratic. No small group should run it, and no member should be too unimportant for her suggestion to be considered. Every member in a club had some special information or experience valuable to the rest of the club.

Thirdly—the youthful talent of the club must be developed. As soon as a club ceased to attract its youth it died. It was dependent on youth for new life, and the new life must be nurtured.



MRS. R. G. BLACK
Retiring President of the Toronto Women's Press Club.

And this is where the influence of Mrs. Black and her colleagues has been so strongly felt, causing the club to make real progress—the policy of welcoming the youngest writers into the club.

The old régime—and I do not need to mention any names, so well known are a certain Big Four—never willingly admitted anything under thirty-five into the Toronto Club, but raised all sorts of technical barriers to keep them out. Then when a new strong guard of broader-minded women came along and battered down these technicalities—and a crowd of rosy, cheerful youngsters clambered in—three of the obstructionists drop-

ped out of the local club, the fourth remaining to "watch progress;"—the curious part of it all being that the three have recently come back into the fold, hand-in-hand and somewhat chastened since it dawned on them that not only were they missing a great deal themselves, but that the club was getting on very well without them.

Interesting Statistics

Miss Marjorie MacMurchy, who admitted she "adored statistics" gave some interesting figures, stating that there were 12 women editors in the Toronto Club, 9 assistant editors, 6 reporters, 22 special writers, 5 authors and poets, 5 short story writers, 2 illustrators and 6 advertising writers. Qualities necessary for success in journalism were good judgment, ability, an understanding of newspapers, good will, self control and the faculty of "getting on" with people, she thought.

The Dominion president reported a membership in the C.W. P.C., from coast to coast, of 300, mentioning the formation of three flourishing new clubs,—in Ottawa, London and Victoria.

The election of officers resulted as follows:

President—Miss C. M. Storey (by acclamation)
1st Vice-President—Miss G. C. M. White.
2nd Vice-President—Mrs. Cherry.
Secretary—Miss Hume.
Asst. Secretary—Mrs Butcher.
Treas.—Miss Claire Prime.

Executive Committee:—Mrs. C. H. J. Snider, Miss Louise Rorke, Mrs. Pease, Mrs. Norma Phillips Muir and Miss Anne Merrill.

Miss Storey, the new president, is editor of "Women's Wear" and a special industrial writer.

Reporting the Women's Page

The Day Has Passed When a Woman Is Looked Upon As An Inferior Force In the Field of Journalism

By MURIEL FOLINSBEE
Editorial Staff, Toronto Mail and Empire

Five-Minute Address Before Toronto Women's Press Club

I AM TO talk to you tonight about woman's page reporting—a subject which has become of unusual importance in the light of the rapid development of women's newspaper work in the present century. I think I can safely say that there were comparatively few women at newspaper desks in the 19th century and the modern movement is largely an outcome of the general effort on the part of the management to suit the tastes of readers of every variety and class. The day has passed when a woman was looked upon as an inferior force in the field of journalism and even the veriest old woman-hater has come to acknowledge that there is intrinsic value in having efficient woman writers on the staff of a big daily which aims to satisfy the masses who peruse its pages.

I perhaps might venture to claim that women's work is quite as painstaking and conscientious as that of their confreres of the sterner sex though it will not do for us to have an undue appreciation of our own importance, our achievements and our contributions to humanity. We seem to ourselves not only to have begun a new era for woman but that we are able to surpass the lords of creation who have so long held sway in the world of affairs. We must not continue, however, taking off our hats to ourselves or we shall lose our well-merited rewards!

Before I proceed to give you some of the lessons which I have learned in my two years' experience of women's page reporting, perhaps you would be interested in hearing what a few eminent authorities have had to say on the subject of general reporting. We are all pupils and must continue to be so.

Take, for instance, Sir Roderick Jones of Reuter's great agency and consider his advice: "Never apologize for being a reporter. It is a great and honorable calling. On the other hand, do not regard yourself as entitled to peculiar favors on account of your position."

This is undoubtedly good counsel; and I am often reminded of a lecture which the same distinguished authority gave to a number of prospective journalists in which he urged them to so deport themselves as to command people's respect and trust and never betray the confidence of an informant for the purpose of "getting ahead of" some other paper.

These are ethical points, just as the assertion made by Sir Philip Gibbs that the newspaper correspondent has only one duty either to himself, to his paper or to the world—and that is, to tell the truth. I hardly think he means this to be taken too literally, for he continues as if in explanation: "We must lay hold of the truth that is in the souls of the people whom we wish to reveal." In order to do this, the art of conversation must be cultivated and one must have an easy way with people of all classes and creeds—not merely one's own.

There is value to the reporter in knowing just the right questions to ask to win the attention and interest of those whom we intend to portray. Consider, too, what Mr. John Davis, an English writer, has said, for it will show the importance of careful and accurate reporting. "Editorial comment, he asserts, "is secondary to the news column in its influence on public opinion."

President Harding—a newspaper man before he was a president—once said that he would rather have one story exactly right from his reportorial staff, than half a dozen only partly correct. He must have valued accuracy; and in a list of rules which he made out for the guidance of his staff, he placed importance, too, on the observance of this one: "Never through the columns of the paper hurt the feelings of any innocent man, woman or child." This is rather a large order to fill especially where women are concerned, as a woman's feelings may be offended by leaving a rose off her gown or omitting to mention that she wore her fiamond necklace! However if women really like you they will forgive you for a few slight omissions and it is necessary to make many friends, if you are to be a successful reporter, not only among influential people but among the very humblest, for one of the latter may prove an invaluable source of news. Nor are the usual news informants the only ones to be cultivated. Make a point of cultivating out-of-the-ordinary people.

Hide Your Dislikes.

Regarding the matter of office discipline, cultivate the faculty of amiability—tractability might be a better word. A well-known woman writer gave me this advice when I joined the staff of a big newspaper: "Whatever they ask you to do, whether you think you are able, or whether you want to do it or not, or whether you think it fair or unfair that they ask you—just do it without saying a word. And no matter how much you may dislike any member of the staff, say nothing about it to anyone. Be loyal to your fellow-workers and to your own paper always."

Many of you are familiar with women's activities to the extent of understanding what a busy and interesting life it is for the reporter of a woman's page. But for the benefit of the few who may not have had a glimpse behind the scenes a chronicle of the day's work may be interesting.

In the morning it may be an interview with some celebrity visiting the city—a prima donna, judge of a juvenile court, a movie star, or a new woman M. P; while in the afternoon one may luxuriate in an easy chair taking notes during a perhaps lengthy discussion on the laws for women and children, and the day may conclude with a delightful lecture on literature, the drama or art, or perhaps some profound science such as psychology or astronomy.

I recall one busy day which held four important events to

cover, and all beginning at the same hour. I found it necessary to go to one early, secure as much information as possible before the meeting, slip out shortly after it got under way, race to another, scribble a few hasty notes, then on to the next, and finally a fourth, which happened to be our own Press Club's tea at which Mrs. Poynter, a recent arrival in Toronto, spoke on Kipling, whom she knew intimately as he was a cousin of her husband.

On such strenuous occasions, it is only the abiding confidence that somehow you will be able to encompass and complete your task that enables you to "carry on."

Sometimes there are outstanding events which prove very alluring, such as the visit of Madame Curie to the border which entailed a trip across Lake Ontario, luncheon at the Clifton and a romantic meeting in one of the parks at Niagara Falls, when the frail little lady, world-renowned as the discoverer of radium, accepted an address of appreciation from the Federated University Women of Canada.

Then there are the affairs of state as for instance the advent of the new Governor-General's wife. Every word which fell from the lips of Lady Byng, wherever she spoke, were considered as precious as gold from a newspaper standpoint.

Importance of First Paragraph.

Now with regard to preparing one's stories for the paper. The pith of the story must go into the first paragraph and every sentence must be crammed with as much meaning as possible. No sentence should have to be read twice to be understood; its meaning should be clear to all, and to improve one's style there must be constant reading, not only for ideas but for information on a wide variety of subjects. We find too, that we must not inject editorial comment or debatable matter into the news. This is a reportorial crime.

I have endeavored very briefly and imperfectly to convey to you something of the nature of women's page reporting. It has been my purpose to show how interesting a career it may prove for women who like, and are fitted for, newspaper work. We as reporters see life as a great drama. We see women in their unselfish devotion to charities, their ready sympathy for those in distress and—sometimes alas—their petty quarrels over rank and office. We see order evolved out of chaos by strong women who understand the needs of the age; we are able to watch the undoubted upward trend of society to higher ideals, yet on the other hand sometimes the sordid things which hold back the onward advance.

Let me conclude by saying that there is a wide field for women, I believe, in this present century when even the races of the more ancient civilizations are awakening to the emancipation of the weaker sex; and to those who feel that they are interested in the great world of affairs, nothing will afford more scope than the knowledge which one gains from newspaper work.

Women's page reporting is merely a phase of general reporting but it brings one just as certainly into touch with the big, pulsating interesting life of the great world and shows that only by fidelity to her own work, whatever it may be, can the woman reporter hope to achieve success. We learn that we must not be exclusive, and that every talent we possess can only be fully useful if it lies at the feet of humanity.

Noted Press Inventor Dies

Edgar H. Cottrell, the man whose contributions to the printing industry made possible the modern popular priced magazine, died in New York last month.

Mr. Cottrell's father, Calvert B. Cottrell, before his death in 1893 made it mechanically possible to print magazines on a rotary press such as already was in use in newspaper printing. Edgar H. Cottrell developed and perfected his father's discovery. Later on he developed the press that makes it possible to produce cover and inside pages of magazines in two colors.

Multicolor work by rotary process was his next work. He made for the firm of C. B. Cottrell and Sons, of which he was president when he died, an international reputation. In addition to his principal business enterprise Mr. Cottrell was largely interested in public affairs. He was married in 1907 to Leona Balfe of Hamilton, Ont. Four children were born, Nikolas, Leon, Helen and Edgar H. Jr.



MURIEL FOLINSBEE
Editorial Staff, Toronto Mail and Empire

New Officers of Press Gallery Elected

Members of the Parliamentary Press Gallery at their annual meeting honored Robert M. MacLeod, dean of Canadian Parliamentary correspondents, who represents Reuter's Limited in Ottawa, by electing him Honorary President of the Press Gallery, to hold office during his lifetime. Mr. MacLeod has been a member of the Press Gallery for forty-one years during which time he has seen forty-three sessions of Parliament. The Press men also voiced their appreciation of the services to the gallery of Herbert E.M. Chisholm of The Manitoba Free Press, the retiring President, who has held the offices of Secretary, Vice-President and President consecutively, and who is this year a member of the Gallery Executive.

The meeting also extended congratulations to the new Speaker of the Commons, Hon. R. Lemieux, himself a former journalist, and expressed pleasure at his elevation to the rank of first Commoner.

Officers elected for the ensuing year were: President, T.H. Blacklock; Vice-President, M. Grattan O'Leary; Secretary, Claude Melancon; Executive, T.M. Fraser, Edgar Boutet, George Hambleton, J.A. Brousseau and Tom King, and also H. E. M. Chisholm, the retiring president.

To Build Modern Structure

The Border Cities Star, Windsor, is to have a new home. A deal has been closed whereby W.F. Herman, publisher of the Star, became owner of the Richard Bangham property at the southwest corner of Pitt and Ferry streets. The purchase price was $40,000, all cash, and it is believed to be the largest cash real estate transaction that has taken place in the Border Cities for some time. Plans are now in course of preparation and actual construction work on a new newspaper building will be started within a short time. Before the end of the year the Star hopes to be settled in its new home. The property has a frontage of 83 feet on Pitt Street and a depth of 100 feet on Ferry street. The site is but one block from the post office —an important consideration in the publication of a daily. It is only one block from Ouellete avenue and Sandwich street, the two chief business thoroughfares. Mr. Herman has now determined to erect a building that will be a credit to the community.

From a report of an execution: "The prison bell began tolling at a quarter to eight, and at that hour the representatives of the press were conducted to the gallows in charge of a warder." One feels inclined to ask what was the fate of the journalists.

It Was "Printing Ink Night"

Toronto Club of Printing House Craftsmen Learned Much About Inks at Last Meeting—Instructive Addresses and Good Entertainment

VARIETY is the spice of life! Variety is the spice with which the monthly meetings of the Toronto Club of Printing House Craftsmen are seasoned. The last meeting of the club was held Wednesday evening, March 24. It was termed "Printing Ink Night." But it was more than that. The program of events included many other attractive features. There was a good supper, good cigars, good old songs in which everybody joined, good entertainments by the celebrated Jules Brazil, a very instructive dissertation on the manufacture and the uses (and abuses) of printing inks, then finally the "Question] Box," and not the least among the entertaining features of the evening it might be mentioned was the reading of the minutes of the last meeting by Secretary Saunders. His wit and humor were keenly appreciated as he recounted the experiences of the members on the occasion of the previous gathering of the clan, when twenty flights of stairs were negotiated and the meeting conducted by candle light—all because King Storm held sway over the elements and incidentally put elevators and electric power out of commission for the occasion.

Approximately 115 members and guests were present, a record-breaking attendance, and many branches of the printing and allied industries were represented—executives of printing houses,engraving houses, supply houses, envelope and box manufacturing concerns.

An organization with a scope so broad and with a function so basically helpful is certain to prove attractive to progressive men, and the increasing interest in Toronto Craftsmen Club activities, as manifested on this occasion, augurs well for the success of the club.

The club has among its members men of original ideas. This was shown in the style of notice invented for this meeting. It consisted of a miniature ink-can labelled "More Dope from Your Ink Man." And it contained the program of events for the evening printed in a mixture of shades. The cans were sent through the mails in cambric bags of many colors with tag attached bearing the names and addresses of the recipients. The idea brought forth many commendatory remarks and was said to be the most effective notice sent out by any Craftsmen's Club of the International body, a statement that can be verified as the respective clubs exchange notices of their meetings.

Printed at the top of the program in bold letters was the line "Here's the Dope." Following supper, President Keates commenced to serve this dope, including other dope not on the program, namely, a speech by the editor of this paper, who assured the members that Printer and Publisher appreciates the importance of the Craftsmen's Club movement and is anxious to assist in making the movement a success throughout Canada.

Mr. F. T. Stephenson, of the executive staff of the Reid Press Limited, Hamilton, representing the out-of-town guests, was another of the speakers to preface the evening's proceedings and judging by his remarks, Mr. Stephenson will not be content till Hamilton too can boast of a Craftsmen's Club.

After another round of entertainment the meeting settled down to view the feature event, embracing things pertaining to printing inks. The Chairman of the Publicity Committee, Chas. R. Conquergood, took charge of affairs at this stage. He said ink manufacture, and its relation to the printer, covered a broad field, and to make the best of the time given to cover the subject it was planned to have each speaker treat a branch of the process, each branch to dovetail with the other and form a composite exposition.

A glance at the long row of bottles containing oils used in the manufacture of printing inks exhibited on the speaker's table made it plain at the outset that printing ink production is beset with problems of a complex nature that are peculiar to chemistry.

The speakers, their subjects and the firms they represented were as follows:—

J. A. Henderson: *A Short Talk on Color.* Charles Bush, Limited.

J. A. Ridway: *The Making of Color.* Sinclair Valentine & Hoops, Limited.

C. T. Miller: *The Relationship of Varnish to Printer and Ink Maker.* Ault & Wiborg Company, Limited.

H. H. Wells: *Permanency and other Special Tests for Printing Ink.* Canada Printing Ink Company, Limited.

F. Hedgeman: *The Long and the Short of It.* Shackell, Edwards & Company, Limited.

Norman R. Jennings: *Black Inks.* Norman R. Jennings Company.

The first speaker was Mr. J. A. Henderson. His observations were in the nature of an introduction to the subject in hand. Mr. Henderson's remarks, and the remarks of the other speakers, are recorded in part as follows:

A Short Talk on Colors

By J. A. HENDERSON

THE use of colors is as old as the existence of man. Colors were used to some extent in the early centuries of the Christian Era but the use fell off to a great extent in the dark ages (6th to 12th centuries). From the 14th to the 20th centuries the gradual but constant increased use of colors is very noticeable. There are two divisions of pigments, 1st those produced by nature and the 2nd those produced by compounding of various chemical combinations. In the early days the colors used were nearly all earth or ores of metals. In most instances they were of a permanent nature. The chemically made colors of to-day constitute a large section of the two divisions of pigments. By new discoveries this method has become more valuable both from the standpoint of new colors and the making of colors more permanent. The derivation of many colors from coal tar has grown to be an immense industry.

The dye industry is only in its infant state however. The great trouble with the chemically produced colors is that they are very easily affected by any slight foreign action during the process of manufacture. As an instance in this I will tell you the following fact.

The Gobelin people of Paris who manufacture the finest tapestries in the world make all their own dyes and at one time they had great difficulty in producing a certain color. The formula that they had always been in the habit of using was used in this instance but the color was not the same as formerly produced. After considerable research they discovered that they had been in the habit of using water taken from a stream which was practically an outlet for one of the abattoirs. This water was necessarily polluted with blood and other refuse from the abattoir. The municipal authorities ordered this stream diverted into a sewer and the Gobelins were forced to use other water. When they artificially polluted the water they were using they were successful in getting the old color back again. The difficulty with present day colors produced by chemists is lack of uniformity as frequently a slight foreign action will cause the ink manufacturer considerable trouble. This trouble is being overcome gradually and eventually we can expect a standard as well as a full line of permanent colors.

Umbers and Siennas are earth colours, the best Umbers coming from the Island of Cyprus. Italy produces the best Siennas. The Romans extracted their ultramarine blue from a stone called Lapis Lazuli. This color cost in the neighbourhood of $160. per lb. Prussian Blue was discovered by an accident in 1714 and when first marketed sold for something like $125.00 per lb. Madder lake was originally extracted from Madder root but the chemically produced Madder Lake of to-day equals if it does not excel the original for strength and permanency.

I will close now with this advice. Take your Ink man into your confidence and foster the spirit of co-operation for I can assure you that you will find him ever ready to help in time of trouble.

Summer

Place Your Order Now!

There is wisdom in placing your order for Summer Rollers before the warm weather commences. By ordering early, green rollers have time to season and set before being put to use. Further you are in no danger of being caught without seasonable rollers when the warm weather commences. Take early action.

Sinclair, Valentine

Montreal and

Rollers

Our

Brand:

Quality

Always!

Our battery of roller casting guns are without equal in Canada—casting the smallest to largest rollers in use. Our roller making department is in charge of a man of special ability in this line of work. You are always assured of A1 rollers.

& Hoops, Limited

TORONTO, Canada

The Making of Color

By J. A. RIDWAY

THE TERM color is used in two senses, First—to express the sensation which light of various kinds evolved from bodies excites on the retina of the eye, and which sensation is purely functional.

Second—To denote those bodies which having the property of selective absorption of colored rays from the light which falls upon them, appear to be colored and which have the property of imparting this color to other bodies, such bodies are known as coloring matters and may be divided into two groups, dyestuffs and pigments. The former are mostly soluble in water and are used solely to dye cotton, wool, silk and white bases, such as Aluminum Hydrate, Blanc Fixe, etc. The latter are insoluble and are used for Printing Inks and paints.

Besides these two classes of colored bodies there is another group, which are distinguished by the fact that while possessing color yet they cannot impart this color to other bodies such as Bluestone (or Copper Sulphate), Nitrate of Cobalt, Chrome Alum.

Colors for Printing Ink are much more pure and stronger than for any other trade and cannot be adulterated with such bases as barytes as in the paint and other trades. The two chief bases are Aluminum Hydrate and Blanc Fixe. Aluminum Hydrate because of its low gravity and transparency for process or three-color work.

The making of this base is a long job requiring almost a week to prepare it for the color.

Aluminum Blanc Fixe Base is used for more opaque colors for Litho Job Printing and where a good solid color is required, not too heavy and not too transparent, the dye is dissolved in water and precipitated in the base washed free from acid and ground.

The Relationship of Varnish to the Printer and Ink Maker

By C. T. MILLER

TO BEGIN with, let me bring out a point which I think all will agree is founded on absolute facts. A colored ink taken from the can and put on the press without reduction may not do the best work that can be done with that ink without manipulation to suit the special conditions in hand. If it happens that an ink used from the can without manipulation does the very best work that can be done with that ink, it should be considered an accident. These two facts then, indicate clearly that inks only in the hands of experienced men will give the best results.

The printer buys his paper according to certain definite qualities which he finds useful in his business. He tries to obtain these qualities of as uniform a character as he possibly can. How far he succeeds in this, you all know. The fact however remains, that paper varies considerably even when manufactured with utmost care. It also happens that some paper passes into the hands of the printer which varies from the standard considerably and that this variation is due to many causes, including possibly negligence in manufacturing. Whatever the variation in the quality of the paper may be, the printer is powerless to change the paper and he is forced to use what the market supplies him.

The paper dealer stands in the same relationship to the printer as the roller maker, as the type caster and a number of others who supply him, but the ink maker on the other hand occupies an entirely different position. It is the ink which must meet all the conditions; at least, that is the stand that the average printer takes. There are a great many conditions that the ink maker cannot meet in his inks. but the mere fact that these demands are put on him, is, in the eyes of many, sufficient reason for him to meet any and all conditions.

The Ink maker first must know for what sort of job the ink is intended. He should know the speed and the kind of press the job is to be run on; in fact, he should know as much about the job in question as the printer himself. In many instances, the selection of the pigments that are used in any particular ink decides whether that ink is suitable for the job in hand. In other cases, the selection of the varnish is the governing factor.

The dryer put into an ink and the kind of dryer is also of immense importance. Let us consider for a moment that the ink maker knows all about the job for which he is to furnish the ink, and let us say that the right selection of pigments, varnishes and dryers has been made, and that the ink has been compounded accordingly and ground thoroughly. The ink is then sent to the printer, put on the slab, reduced with a little varnish according to the particular liking of the pressman, and then put on the press and the run started.

Let us say that the press room is warm, about a temperature of seventy degrees, and the pressman has guessed accurately the amount of reducing the ink ought to have; the chances are he will turn out a fairly good job if he has any ability at all. But now let us consider that it is Monday morning—the pressroom is about fifty degrees in temperature and the pressman has added enough soft varnish to the cold ink to bring it down to the tack he thinks it ought to have and the ink is put into the press and the job started.

In all probability the pressman will complain that the ink has not enough guts and that the ink maker has allowed the quality of that particular ink to deteriorate and that he has cheapened his product in order to make more money. The excessive varnish which he has added to the cold ink on the cold press so that the ink would not pick the paper, has reduced the tinctorial strength to such a degree that full strength prints can no longer be obtained.

That any reducer, regardless of its character, added to an ink will reduce its tinctorial strength is lost sight of time after time. When an ink picks the paper and the temperature of the pressroom is low, the thing to do is not to reduce the ink still further, but to warm up the pressroom. When you reduce an ink, you not only reduce its tinctorial strength, but you take away the finish and snap which it originally had. As a general thing, an ink has enough sins of its own to answer for without attributing any more to it which do not rightly belong to it.

Now in making this statement it may sound like an admission that all inks are faulty. They are, but merely in the sense that they do not come up to the ideal ink which the ink maker can picture in his mind. Unfortunately, there is not an ink which is perfect because other factors are imperfect, and I doubt very much whether the manufacture will be improved to an extent that a perfect ink for all purposes and paper stocks will ever be made.

Now when I speak of a perfect ink, I mean an ink that has perfect working qualities, that, no matter how long you expose the printed work to the sun, will not fade, that will not wear out electrotypes, that when used on any job whatsoever and on any paper—say for soap wrapper work, for butter wrapper work, for celluloid work—will stand alkali, fatty acids and the many solvents used for celluloid, and work perfectly.

The ink which has all the characteristics I have just mentioned does not exist, for there is not a perfect pigment or perfect varnish from which such an ink could be made. The best that an ink maker can do is to select that pigment and varnish which are most suitable for the particular job the printer has in hand. When the relationship of the printer to the ink maker is so close that the latter knows exactly for what purpose every ounce of ink that he sells to his customer is to be used, he can then and only then give that customer the best service and the kind of service which he must have if the printer is to be free from harassing troubles.

Permanency and Other Special Tests for Printing Inks

By H. H. WELLS

A METHOD of establishing whether inks possess fugitive or permanent qualities was demonstrated by Mr. H. H. Wells. He exhibited an ordinary printing ink sample book, a part of each page having been subjected to prolonged and direct exposure to sunlight.

It was observed that many of the pages bearing illustrations and designs of various kinds had failed to show any sign of contact with the sun's rays, some were only slightly faded while others had suffered greatly from the exposure. Ink manufacturers are constantly endeavoring to add to their list of permanent colors stated the speaker as only permanent inks are desirable for printing that comes in contact with the sun,

such as, window cards, posters, bills, and all classes of printing used for window display. Canadian ink makers are constantly in touch with the world's leading manufacturers with the object of learning anything new to be brought out for ink production. At the present time Canadian color makers in many lines of color are equalling the best and most permanent that is produced anywhere, while their range is yet limited it will continue to grow until the series is complete.

Considerable difficulty has always been encountered in securing Purples of a permanent nature but permanent purples are now being manufactured. The speaker pointed out that the quality of permanence was in the pigment color used, and that the ink maker could not add anything to a fugitive ink to make it permanent.

Since the great bulk of printing is done with black inks which are considered permanent, it is only on colors that may be exposed to the continuous action of sunlight that the question of permanency is of great importance. A color that fades out when exposed directly to the sun may retain its hue and brilliancy for years when hung in a room and remain unchanged indefinitely inside the pages of a book.

The question of permanency refers principally to some shades of red, violets and green lakes, as permanent colors can be produced in nearly all shades. Great improvements have been recently made in regards to the permanency of reds.

Permanency is not a question of price since some of the cheapest pigments are absolutely permanent while some of the most expensive are fugitive. Some colors which are not permanent are valuable in the ink industry for their good printing qualities or brilliant color but when the time comes that the same colors and qualities may be procured with the advantage of permanency the fugitive colors will probably be dispensed with. However, this applies to only about five per cent. of the ink maker's production.

Mr. Wells also showed how colors were tested for alkali and paraffin, and concluded with the suggestion that Canadian printing ink makers could supply the printer or lithographer with satisfactory inks, for any purpose, if they were advised what special qualities were required in the ink.

The Long and the Short of It

By F. HEDGEMAN

MY INTENTION is to make a few remarks about short inks and long inks. You must excuse me for not knowing very much about them, as I have been in the ink business only 23 years, but I would like to add right here that if a man wants to finish his education in making ink, if indeed he ever could finish it, he could not go to a better place than our own progressive printing centre, Toronto. Now I don't intend to weary you with generalities; anyone knows that if a printer is running a large sheet on a Miehle nearly all solid his ink must necessarily be quite soft, or if working a reverse plate on a platen, with properly arranged distributing rollers, and still producing mottled sheets, he knows that his ink is not stiff or long enough. Don't you think that an unintentional mottled effect is the greatest crime that a printer can commit? Surely a smooth print is a thing of beauty and a joy for ever. Put it up to your inkmakers to do their part to this end.

Regarding short inks it is well to remember that an ink can be shortened too much; you must have a certain amount of lifting property in order that the cuts are left clean for the next film of ink, and a frequent cause of small type getting filled up is this absence of lifting property. The intelligence of a pressman is reflected in the quality of his work; he should have the best materials, but at the same time he should mix them with his brains, if you will excuse my metaphorical way of putting it. For instance, a job run on coated litho or on a suede stock (the latter being naturally of an absorbent nature) requires inks of different consistency; the ink for the coated litho must be shorter than the ink for the suede, or to put it another way, the suede paper calls for a thinner ink than the coated does. I won't insult your intelligence by saying why.

One of our first-class printers called me up recently, and said if I had nothing to do would I go down and help him out of a difficulty. Of course an outside man never has anything to do, so I went down. I found that he had run a tint and a red on top of it, then had to put it aside for a day or so to get out a rush job. When he came to run a standard Bronze Blue on top of the red it wouldn't take on it at all. I had to give that man a Blue almost Lithographic in consistency with which to finish the job. This was a case where a long ink was necessary, and one possessing a certain degree of tackiness.

Some of you know that I often try to induce you to use Inks of what I call 100 per cent. color strength; my reason for this is that I believe the essence of good printing is to carry as thin a film of ink on the paper as is necessary for the best results. I venture to think your troubles would be lessened by the elimination of mottling for one and offset for another, to say nothing of the fact that there would be less ink to dry and therefore it would dry quicker. This idea is especially applicable to 3 and 4 color work, but of course for this class of printing particular attention would have to be paid to the drying properties by the inkmaker.

Some of you may have had the annoying experience of Black Ink "flying" while running on fast presses. This is likely to happen with some cheap blacks made from an inexpensive material of a tacky nature; if the consistency of the Ink is not correctly adjusted, that is, if it is too long, the objectionable "flying" is bound to occur.

We hear a great deal about co-operation these days, and there is room for lots of it between pressman and inkmaker. I would like to lay stress on the fact that when we sell you ink we are not interested *only* in the money we shall get for it next month; we want to be told that the ink we put in was instrumental in turning out the job better than it had been turned out before. The fellow that takes an ink order and is not sufficiently interested to find out the kind of job it turned out shows, in my opinion, a sorry lack of interest in his work. Circumstances alter cases, and the many various grades of paper in use call for an intelligent selection of inks to suit them; this is where co-operation comes in. We, as inkmakers, want you, as pressmen, to give us all necessary particulars about the job, so that we can select the ink and adjust its consistency to the needs of the press and paper it is to run on. How refreshing it must be to you to put an ink in the fountain, and run right away with it. We can give you that kind of service if you will remember that we are not mind-readers.

In conclusion, let me implore you to go easy if you must reduce the body of an ink; use either a liquid reducer in the shape of OO Varnish or a solid reducer that we all have for the purpose. You know, reducing an ink doesn't mean sluicing it. A word to the wise is sufficient, but to the coal oil fiend let me say that to use that article for the noble purpose of slightly reducing an excellent ink is as foolish as was the window cleaner who, instead of placing the support strap round his waist, put the darned thing round his neck.

Black Inks

By NORMAN R. JENNINGS

SPEAKING on "Black Inks," Norman R. Jennings completed the series of addresses. He said, black inks proved the bread and butter of the ink manufacturer. Black Inks were sometimes referred to as mud by pressmen but Mr. Jennings, who is a black ink specialist, assured his hearers that black ink may possess qualities upon which no person could rightly cast a reflection. Someone asked why they were called mud. "Because they are ground."

Carbon Black, said Mr. Jennings, forms the principal ingredient of black ink. Canadian ink manufacturers are forced to import their Carbon Black from the United States, the principal manufacturing centres being West Virginia and other Southern States where there is an abundant flow of natural gas. There is but one portion of Canada where Carbon Black could be obtained in commercial quantities. This is in the vicinity of Medicine Hat, Alberta. Mr. Jennings, said, however, the market was too far removed from this point to admit of its manufacture on a paying basis.

The fact that Carbon Black was now in demand for several industrial purposes, principally by rubber manufacturers, had caused the price of the commodity to soar in recent years, and the price of Carbon Black has a considerable bearing on the price of black ink.

News inks are composed of Carbon Black and cheaper grades of oils. For the better quality of black inks the higher grade of oils are employed. Linseed oil is used for the best inks, but mineral oils are the most commonly used.

There are other blacks besides Carbon Black, such as Bone Blacks, Ivory Blacks, but Carbon Black is the principal black

used at the present time. Carbon Blacks are made by the imperfect combustion of natural gas by means of special apparatus. The gas, burning with a smoky flame, deposits soot upon a revolving roller or plate, when it is scraped off in the form of the product as we know it.

The Carbon Blacks vary in blackness, in their intensity, in their shade, and in their working properties, when combined with varnishes to produce printing inks, and careful selection and tests are necessary in order to produce a printing ink having the desired qualifications for any given purpose.

Questions and Answers

THE Toronto Club of Printing House Craftsmen have installed a "Question Box" into which members are invited to drop questions of any kind each meeting night. The questions are read to the meeting and answered by those best qualified to treat the subjects. Some of the questions and answers of the last meeting follow:—

Q.—How long can ink be kept?

A.—Good ink, like good liquor, improves with age.

Q.—What causes ink to rub off?

A.—Frequently caused by not using the proper amount of dryers. Also by using green stock.

Q.—Is there a permanent red ink made in Canada?

A.—There are several red inks made in Canada of equal permanence to any imported inks.

Q.—Are fugitive colors as important as permanent colors?

A.—Yes, for example, peacock blue is fugitive, but it is a very necessary color.

Q.—Is there any advantage in standardizing plates to suit both wood and metal?

A.—The consensus of opinion of the meeting was in the negative.

Q.—Is it necessary to destroy rollers after running gold ink?

A.—It is not necessary to destroy them if washed carefully. The metallic substance in gold ink embeds itself into rollers and cannot be prevented, but this does not necessarily render them useless; many pressmen use them afterward for various jobs.

Craftsmen Club Notes

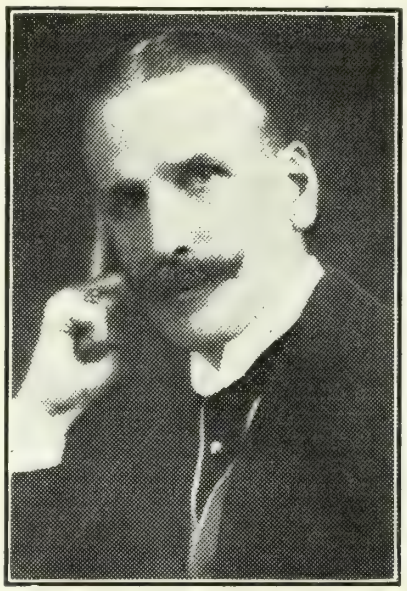
The unique notices of the March meeting of the club were donated by the Canada Printing Ink Co.

Printing Ink manufacturer distributed leather-case key holders at the last meeting of the Craftsmen. At the previous meeting the Canada Printing Ink Co. distributed leather cases for cards and car-tickets. Another very useful advertising novelty was distributed at earlier meeting of the Craftsmen Club by the Toronto Type Foundry in the shape of "Ever-Ready" pencils.

Master Craftsmen

The Sun Publishing Co. Limited, Vancouver, B. C., conduct a job department in connection with their publishing business and they take advantage of their newspaper to advertise their products. Many publishing companies do likewise but few put thought and care into their advertisements equal to the Sun. The issue of March 24 contained a striking set-up, well worded. The border at top right-hand corner and the lower left-hand corner was designed on an angle, and the text matter was set to narrow measure with an abundance of white space surrounding it. The heading read, "Sun Printers are Master Craftsmen," with the following wording:

"Every printer in the Sun job plant takes a pride in his work, and is a master printer. How else could we secure such a large percentage of the really high-class printing in Vancouver?"



Hon. Frank Carrel, M. L. C.

President of the Quebec Telegraph.

Who raised a library of two thousand books for the club quarters of the Army & Navy Veterans Association of Quebec city, was recently elected a life member of the local unit. The only other life member is Marshal Foch who was similarly honored during his visit to Quebec.

Hon. Frank and Mrs. Carrel left St. John on March 17, on the "S.S. Melita," for a trip to England and France.

A Live Organization

That London is to be congratulated on possessing an Advertising and Sales Club that believes in "doing things" to foster the true spirit of service is emphasized in the columns of the "Advertiser" of March 25th.

To Thomas H. Yull, President of the Federal Advertising Agency, belongs the credit for the idea that crystallized in the form of the afore mentioned Club. When he conceived it, he took into his confidence Harry B. Muir, Publisher of The London Advertiser and Thomas E. Walsh of the advertising staff of that paper.

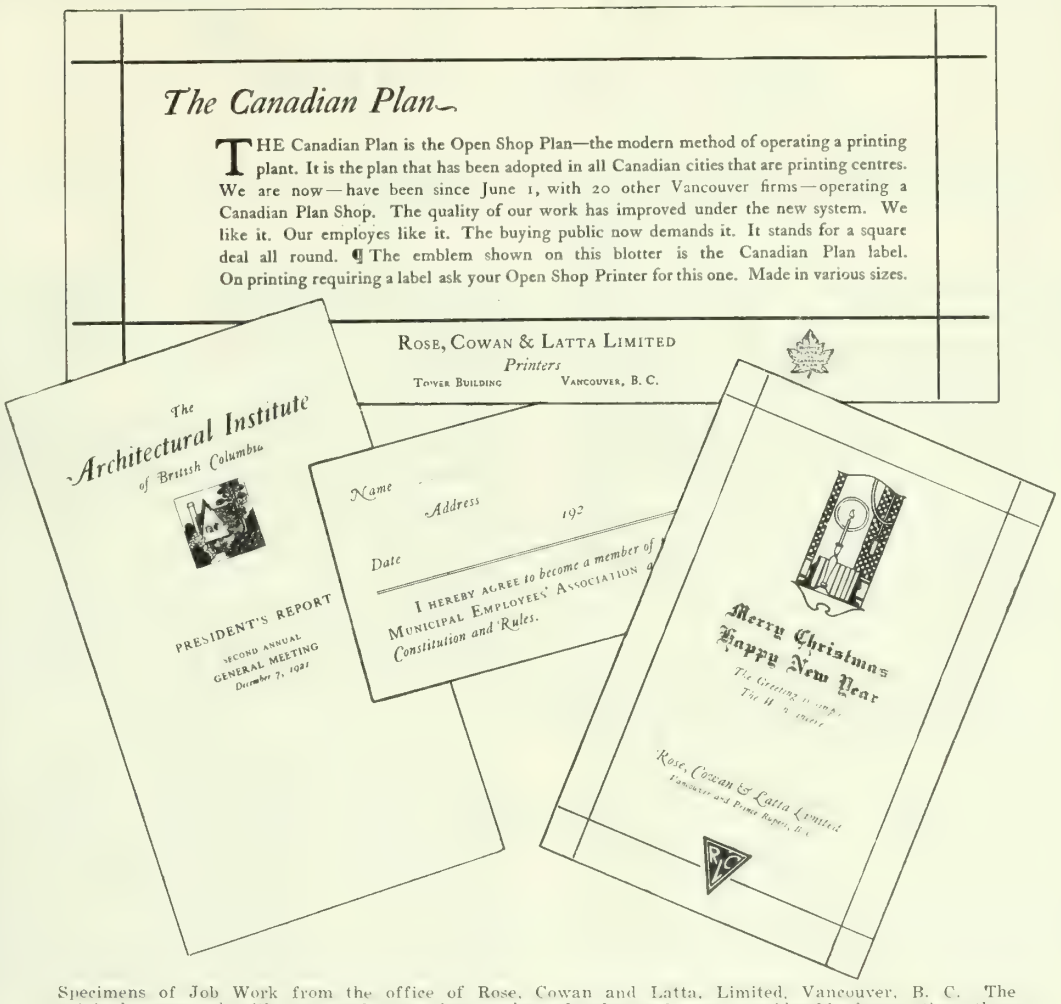
The organization was launched in 1915 with a nucleus of sixteen members. Among its officers today are many of the successful business men of the city and it has a membership of seventy—each member a real booster.

"Truth in Advertising" is the motto of the Club. The members live up to it and see, as far as possible, all others in London do so. Some local advertisers who over-estimated the facts in some of their advertisements were interviewed by members of the club and told the folly of the practice. They were grateful for the advice and since then have adhered more closely to the truth.

In advertising, "Stunts," legitimate and well-seasoned with truth, are what is most sought.

Perhaps the biggest "Stunt" the Club succeeded in putting across was the "Made-in-Canada" week. During that week the longest parade ever seen in London was held in the interest of Canadian products. The procession was filmed and the picture was first sent to London, England, where it was first shown. It was then sent to all parts of English-speaking countries, and in this way not only advertised Canadian goods, but brought the City of London to the attention of millions of people.

The March 25 issue of the "Advertiser" also features an "Automotive Slogan Contest," occupying a full page and staged by the Automobile Sales and Service Stations of London.



Specimens of Job Work from the office of Rose, Cowan and Latta, Limited, Vancouver, B. C. The originals appeared with neat and attractive touches of color and were considerable larger than these reproductions.

Good Work by Vancouver Firm

Printer and Publisher recently received a large assortment of job specimens from Rose, Cowan & Latta Limited, Vancouver, B. C. We have had occasion to review work from this office before and have always found it to be of a high order. The specimens now before us, some of which are reproduced here, are in keeping with the best standards of printing practice. It is quite apparent that the compositor who is responsible for this work is a student of modern typography. He is also a man of ideas. He knows how to secure unique, pleasing effects, he knows how to secure balance, and appreciates the correct use of italics combined with upper and lower case, caps and small caps. His grouping, massing, and margins are always good, too.

Included in the assortment of work received from this progressive Vancouver firm, besides the group exhibited here, is a dance program of unusual style; a banquet menu, all set in caslon light fare series, in which Caslon caps, caps-and-small caps, italics and lower-case are employed with judicious taste; a four page programme of a Sales Convention and several nicely displayed Christmas greeting cards. Color is used on some of the jobs, and with good judgment, inasmuch as it is not overdone.

Do you get the *Printer's Album*, a house organ published by the Challenge Machinery Co., Grand Haven and Toronto? If you do, read the leading article by Robert F. Salade, entitled "How Printers may Promote New Business."

The article contains many practical suggestions.

An Effective Monthly Calendar

The Pembroke Standard Job Printing Department issues a calendar blotter each month containing some effective reminders, some of which read as follows:

"How is your stock of office supplies.

"You surely require envelopes, writing paper, statements, billheads, invoice sheets, or some of the various printed forms kept in stock.

"We have a well-prepared mailing list, corrected up to the first of each month, and are prepared to give you a price on folding and mailing circulars, etc."

"Main Street is Buying" is the title of the second series of direct-by-mail advertising samples which are being sent out to users of printing by the Toronto Typothetae in conjunction with other organizations. It is a two-color self-mailing folder and was done by Litho-Print, Limited, Toronto. The samples are being sent out as part of "a more and better printing" campaign being conducted from Toronto and Montreal and which is already beginning to yield results.

The Weyburn (Sask.) Rotary Club recently staged a minstrel show, and in this connection a large 1200 x 9 sixteen-page program was issued. The printing was done by the job printing department of the Weyburn Review and was handled in approved style. The numerous advertisements contained in the program indicate Weyburn merchants to be good advertisers.

The Practical Cost System for Printing Offices

By R. T. PORTE

III.—Bindery Work

THE Bindery is probably the least used department in the shop, and in small shops the great portion of this time has been given and no charge made for the most of its work. While the equipment of this department is usually small, yet from somewhere its interest on investment, insurance, etc., as well as its labor must be paid. It is not possible to run any business with success unless every expense is provided for by an equivalent charge against the product. For easy recognition, all time in this department is carried under work numbers in the 300's.

Tabbing, No. 301: This work, sometimes called padding, or blocking, covers all the time of straightening the sheets, cutting the straw-board, preparing and spreading on the "good", and the final cutting apart and wrapping for delivery. This time is chargeable and as accurate a record should be kept of it as of any other time in the plant.

Trimming, No. 302: In most shops this work has always been one of the lost "Babes in the Woods" and has disappeared when the charge was made for the job. This work covers any trimming or cutting after a job is completed and is as certainly chargeable as any other time in the plant.

Folding and Inserting, No. 303: This work covers all folding, whether hand or machine, and all inserting work in a job of books, pamphlets, etc. Where a newspaper is issued it also covers the folding on that, either hand or machine.

This department is really a double-headed department. Where the plant does much of its folding by machine the machine folding should be kept as a separate department and the time ringed in the extension columns of the daily time ticket and the other time records. Use the same work number but follow that number by a letter "M" to designate machine folding. In the case of a cylinder press with an attached folder, however, this letter distinction is not necessary as the simpler way is to carry the folder investment as a part of the cylinder press. In that case the only time record to be made would be the time of the feeder, as an assistant to the pressman, when an insert is being folded into the main sheet, and this can be done under No. 303. See, also, second paragraph under General Information following "Press Room."

Gathering, No. 304: This work covers just what the name indicates and is chargeable time. In the smaller shops there is so little of this work that it can as well be carried as part of the folding and inserting time under that number.

Perforating and Punching, No. 305: This work covers the items mentioned when done on perforating or punching machines. It does not cover hand punching nor perforating on the press. Where a small hand punch is used the work is hand work and may be carried under some of the other hand work numbers, as 307. Perforating on a press where the perforating is done in the same run as the printing there would be no extra time charge as the extra time used in putting in the perforator would be covered in the make-ready and the slower run on press where a perforator is used would be covered by the additional time charge on the job. When perforating is done on a press in an extra run it should be treated as press work and recorded as Running time, No. 203.

Stitching or Stapling, No. 306: This work covers the use of stitching or stapling machines only. Hand stitching or sewing should be included in numbers 303 or 304.

Binding, No. 307: This work is all hand work in the smaller shops and covers all classes of binding that is likely to be done in the small plant, such as order books with tag-board or check-board covers as well as stiff covers, pamphlet binding where the cover is glued on, check book binding, receipts, etc. For the larger plants the cost system includes more detailed forms to cover the various departments of this work. In the smaller shops this detail is not necessary or advisable.

Numbering, No. 308: This work covers hand machine numbering on checks, receipts, order books, tickets, etc., but does not cover numbering on press. That work is press room time and should be charged as an extra run, if run that way, and be cared for the same as press perforating mentioned above.

Counting, No. 309: This work covers the counting on those jobs where the sheets must be counted into accurate quantities before binding, as with orders, receipts, checks, etc., where they are to be numbered either before or after binding, or wherever the work has to be counted. This time is chargeable, and record should be made of it.

Mailing, No. 310: In the average printing plant the greater part of this work will be on the newspaper. The time is chargeable and should be accurately recorded and charged against the newspaper. It will also include time used in mailing out any jobs that may be delivered in that manner. It will cover the time used in writing or running off the addresses on the mailing machine, wrapping, etc.

Clean-up, No. 311: This time is non-chargeable and covers all time used in cleaning up the bindery department, washing glue brushes, paste dishes, and all the clean-up work except what would be better carried as janitor work.

General Information: In the larger shops the bindery work is cared for in four different departments: "A"—The heavier machines, cutters, ruling machines, etc., usually run by men. "B"—Men's hand work, such as finishing, forwarding, etc. "C"—Girls' small machine work, perforating, punching, stitching, etc. "D"—Girls' hand work which would include all the cheaper processes, counting, gathering, numbering, sewing, etc.

In the smaller plants we would advise the two department plan unless there is a fairly complete bindery in connection. In the average small shop the "A" and "B" classes are not used. "C" should be made up of the work of trimming, folding —where a separate folding machine is used—perforating and punching, and stitching or stapling. The investment would be greater in machinery in this department and the hourly cost higher than for hand work.

Where there is but one paper-cutter in the plant assign about one-third of the value of the cutter with its interest, depreciation, etc., to Bindery "C" in the departmental inventory.

All the other classes of work would be carried in Bindery "D" regardless as to whether the work is done by men or girls. In the smaller shops it is simpler to combine all the bindery work in one department charging against it the value of all the bindery machinery and the proportion of the cutter as mentioned above. This would make the hour-cost of the hand work a little more and the machine work a little less, but not enough in either case to make any material change in the job cost.

(To be continued.)

Winnipeg Typothetae

The statement of costs and Production issued for the month of January by the Winnipeg Typothetae contains much information for any one interested in costs. The statement was compiled from figures furnished by 15 Typothetae members who operate the Standard Cost Finding System. Stock handling expense is charged as a percentage against cost of materials used, and selling expense is charged as a percentage against the cost of the completed work.

TYPOTHETAE ACTIVITIES

Jack Tarrant, representing the U. T. A. Department of Education, spent five days in Winnipeg commencing March 11, demonstrating the use of the U. T. A. Standard Guide.

J. C. Acton, of the Acton Publishing Company, Toronto, and vice-president of the United Typothetae of America, has returned to the city after attending a meeting of the executive council of the U. T. A. in Chicago.

Beginning July 6th and extending to July 20th the Department of Education of the U. T. A. will conduct a conference for printing instructors at the U. T. A. School of Printing, 1500 E. Michigan Street, Indianapolis, Ind.

An enjoyable dinner-dance was held by the Toronto Typothetae members in the new ball room of the King Edward Hotel, Tuesday evening, March 29. Vocal selections were given by Miss Edna Gracie and the Toronto Male Quartette. After dinner was served dancing continued until midnight.

Secretary A. E. Goodwin, of the Federation of Master Printers and Allied Trades of the United Kingdom of Great Britain and Ireland has sent an invitation to the International Offices to be forwarded to the U. T. A. membership, asking any of them who can do so to attend the Annual Meeting to be held the first week in June in London. He particularly urges any of the U. T. A. members who are in England at that time to visit this Annual meeting and those who are traveling in England at that or any other time are invited to call at the headquarters of the Federation of Master Printers, 24 Holborn, London, E. C. 1. where Secretary Goodwin will be pleased to make U. T. A. visitors welcome.

There being a fair sprinkling of Labor, Socialist and other radicals in the Manitoba Legislature, the Winnipeg Typographical Union No. 191 staged a show at a recent sitting in connection with "open shops" handling government printing, according to a report from Winnipeg Typothetae headquarters. Following is the notice placed on the order paper:

"Therefore, be it resolved! That in the opinion of this house all Government printing should be allocated to printing offices running their plants on the basis of the eight-hour day with a half holiday on Saturday and the wages awarded by the joint Council of Industry."

An "impressive" delegation of union officials and sympathizers gathered in the gallery of the legislature while the question was debated and disposed of. Comrade Smith, of Brandon—ex-preacher, now radical—opened the barrage, followed by Comrade Ivens—also an ex-preacher. After exhausting their denunciatory vocabulary a vote was taken and Comrade Smith's resolution was killed by a vote of 30 to 13. And thus fades away another "destructive" attack, by the way, that the union officials had led the rank and file to believe would be a tremendous drive into the fortifications of the "open shoppers." In the meantime the "open shop" employers are quietly and complacently pursuing their way having all the help they need, in full enjoyment of the support and confidence of the buying public.

English Dailies Reduce Price per Copy

Following the London Daily Telegraph's reduction of its price to three half-pence, the *Times* in future will cost everywhere three half-pence to which price it was recently reduced for registered readers only.

Meeting of Ottawa Valley Press Association

A meeting of the Ottawa Valley Press Association was held at Ottawa, March 31, with the following members present: Messrs. W. H. Allen, Carleton Place; W. W. Walker, Perth; Harry Sutton, Smith's Falls; W. J. Duncan, Vankleek Hill; D. J. Sullivan, Campbell's Bay; R. A. Jeffery, Arnprior; A. E. Bradwin, Arnprior; Thos Whalley, Pembroke; J. A. Evoy, Carp; P. McHugh, Eganville; Geo. W. Mason, Prescott; F. A. J. Davis, Carleton Place; also Messrs. E. Roy Sayles, manager of the C. W. N. A., and David Williams, Collingwood.

In the absence of the President and Vice-President, Mr. W.H. Allen was voted to the chair.

Addresses were delivered by Mr. Sayles, who urged that every member of the O. V. P. A. should become a member of the C. W. N. A. and make it a point to be present at the annual convention in Ottawa in June. He also recounted some of the advantages of membership in the larger body and also of closer co-operation of district organizations.

The meeting registered its sympathy with Mr. Sayles' appeal by voting that a circular be sent to all members urging them to attend the Ottawa Convention.

The Association approved of a "Question Hour" being added to the Programme of the C. W. N. A. convention and that the following question be submitted for consideration at the convention: Should Paper Manufacturers sell to users of Printing at List Prices?

A revised job printing price list was submitted by the secretary for the consideration of the meeting and was adopted with two changes.

It was the opinion of the meeting that an effort should be made toward securing uniformity in the matter of advertising rates. The members agreed to exchange rate cards with that end in view.

The election of officers resulted as follows:

Pres.-R. A. Jeffery.

Vice-pres.-H. Sutton.

Secy-treas.-F. A. J. Davis.

It was decided that the Job Printers of the district be entitled to membership on payment of the annual fee of $1.00.

Meeting of Essex and Kent Printers

An important meeting of the Essex and Kent Printers and Publishers Association has been announced to take place in the Border Cities Chamber of Commerce, Windsor, Friday afternoon, April 7.

Election of officers, revision of job and advertising rates, and discussions on following subjects, are features of the program:

1. My system of filing cuts and copy for foreign advertising—Led by A. C. Woodward.
2. My system of charging weekly foreign, local and transient advertising—Led by Ross Maguire.
3. What it costs to produce advertising in our paper—Led by B. Lane.
4. A Model system of book-keeping for weekly newspaper and job offices—led by J. M. Denholm.

College Comic Editors Meet in Toronto

Through the efforts of the staff of the Toronto University Goblin, Canada's leading comic publication, the first international convention of College Comics was held in Toronto. The delegates, representing comic magazines in eight colleges in the United States and McGill University, Montreal, were highly pleased with the cordial welcome they received from the Goblins, and declared their brief stay in Toronto to be most enjoyable.

Mr. Merrill Denison, formerly on the staff of the Pennsylvania University Punch Bowl, and now of Toronto, had some interesting observations to make on the subject of college comics. "They are," he said, "a form of self-expression among the students. They serve a great purpose in allowing the rebellious element in college life to express itself harmlessly.'

PROOFROOM PAGE

By JOHN DRIMMY

QUERY—"I doubt that he will come." "I do not doubt but that he will come." Are these sentences correct, and is there any rule for the use of *whether* and *that* in connection with the word *doubt*?

Answer—The first sentence should be "I doubt *whether* he will come." The *but* in the second is unnecessary.

The rule is to use *whether* in the positive case and *that* with a negative. If it is a real case of doubt and there is nothing to show that the writer considers the doubt an unreasonable one *whether* should always be used. Thus,

I doubt whether this is true (or not).
He was justified in doubting whether....(or not).

In all cases where *whether* is used there is always a possible alternative as indicated by the words (or not). When the negative is used, there is no longer an alternative; *that* is therefore the word:

I do not doubt that.....(i.e. I am sure that).

In the following sentences, all taken from the works of good writers, *whether* should have been used instead of *that*:—

There is nothing for it but to doubt *that* such diseases exist.
That the movement is purely industrial may be doubted.
I must be allowed to doubt *that* there is any class who.....
It was generally doubted that France would permit the use of her port.
I doubt *that* Becky would have selected either of these.

Query— should like your opinion on the following sentence: "Neither Mr. Smith nor Miss Jones are conscious of their own power." This I believe is wrong as the *are* should be *is*, but in that case what about *their*? Can we say "Neither Mr. Smith nor Mr. Jones is conscious of his or her own power?"

Answer—This is an interesting query. The *are* is of course wrong, but the real problem arises over the word their which is incorrect in any case. The difficulty is caused by our having no pronoun in English, similar to *son* in French, which stands for his-or-her. The only satisfactory way out of the dilemma is to reconstruct the sentence in some such way as this:—

Mr. Smith is not conscious of his own power, neither is Miss Jones of hers.

Had both parties been of the same sex there would have been no difficulty:

Neither Mr. Smith nor Mr. Jones is conscious of his own power.

Query—Which is correct, different *to* or different *from*?

Answer—There is no reason why either *to* or *from* should not be used. There are many authorities for the use of each word. Personally I feel inclined to recommend the use of *from* rather than *to*, especially where the two words are separated:

I arrived at different conclusions from those of th jury.

We speak of one person differing *from* another, and no one would use *to* in this case, possibly this influences my own inclination, but there is ample authority for the use of *to*.

Query—Is *moneys* or *monies* the correct plural of *money*? I have seen it spelt both ways, are both correct?

Answer—The regular way of forming the plural of a word is to add *s*. There is no reason whatever why this rule should not be followed in the case of *money*, and *moneys* therefore is the regular plural.

When a word ends in *y* preceded by a consonant, the rule is to change the y into ies. If therefore the word were *mony* the plural would be *monies*. The latter word is sometimes used but it is not the regular plural. Compare *donkey donkeys*, *monkey monkeys*, *pony ponies*.

Query—Will you explain the difference between single and double quotation marks. Sometimes I find double marks are used and at other times single for what as far as I can see is exactly the same purpose.

Answer—The usual system is to use double quotes for all ordinary quotations, and to use single marks for quotations within the quotations. This system however is by no means universal. You will frequently come across publications in which the reverse system is used and all ordinary quotations are placed within single quotes while doubles are used for quotations within quotations. Here is an instance using the first-mentioned method.

"He said to me 'Where are you going?' and I replied 'I do not know'."

Sometimes we may get still another quotation within the second one in which case we must revert to the double marks for this final quotation:

"He said to me 'Where shall we go?' and I replied 'First go and get your "Tin Lizzie" and then we will decide'."

Suppose this sentence had ended at *Lizzie* this would have been the order of the final marks:

.....your "tin Lizzie" '."

Where single marks are used for ordinary quotations, this last sentence would run:—

'He said to me "Where shall we go?" and I replied "First go and get your 'tin Lizzie' ".'

In some cases even where double marks are ordinarily used it is the custom to use single marks for isolated words, short phrases, and anything that can hardly be called a formal quotation; this avoids giving too much emphasis to such expressions, which is an advantage.

Query—In speaking of indenting a line in a column of type should the word *indention* be used, or is the correct word indentation?

Answer—*Indention* is the correct technical term, but in any other connection than that of printing *indentation* must be used. You could not say, for instance, that by pressing your thumb into a lump of putty you had made an indention.

Query—Should *mother* and *father* be capitalized or kept down?

Answer—It depends upon the way in which they are used. If they are used as proper names then they should be kept up; as, for instance,

I am coming, Mother.
Yes, Father, it is I.

If, however, the words are used as ordinary nouns then they should be kept down; e.g.,

My mother and my father are still alive.

Query—Is propaganda singular or plural? Can I say the propaganda *was* successful or should it be *were*? *Data* is plural so I presume *propaganda* is the same.

Answer—The singular verb should be used with *propaganda* which is an abbreviation of a latin term *de propaganda fide* and is not similar to *data*. In this case it is the ablative singular which is used, the word is not plural.

You ask me what I think is the business man's duty to his country at this hour. In my opinion, his duty can be summed up in two words: "Go ahead."—Thomas Edison.

CROSS-CANADA NEWS

Alberta

Edmonton Board of Trade are asking that the city directory, one of Henderson's, be printed in Edmonton, although copy be still prepared by the head office at Winnipeg.

Alberta has another newspaper. The first issue of The Brule District Weekly under date of March 31st, has been announced. It will start in a small way in a small town at Brule, seventy-five miles west of Edson on the Edmonton-Prince Rupert line.

Crossland Printing & Litho, Limited, of Edmonton, who have been in search of other quarters since their fire, have decided to build. Plans for a new and modern building, already in hand, are being revised and completed. A good building site has been secured, and in a few days construction will commence. They are occupying temporary quarters near the fire-ruined premises. A pleasant incident since the fire was the timely help offered to Robt. Crossland, Walter Dredge and E. P. Barnhouse by fellow printers who so whole-heartedly offered their assistance to facilitate the reproduction of destroyed work.

The U.F.A. is the name of a new publication issued by the United Farmers of Alberta at Calgary. It will be fortnightly at first and the subscription of one dollar is collected by the locals, being included in the annual fees. The first issue was 30,000, which at this rate produces a revenue from circulation of $1,200 per issue. The advertising rate starts off at 20c per line flat, and the second issue contains 5,000 agate lines, an immediate revenue of $1,000 per issue. It is printed pamphlet-style, three column, with 24 pages 9 x 12, on a Miehle press. W. Norman Smith is editor, and H. Higginbotham is manager. In style it is more like an official organ than a farm paper.

Fire destroyed The Ryley Times office early last month, spreading from adjoining buildings, and also destroyed the living quarters above of L. H. Archer, editor and publisher. Mr. Archer and family saved part of their home furnishings, but sustained a loss of $9,000 on the building and plant. They carried about $5,100 insurance. The Gordon press and the linotype fell through to the basement, but the remains of the two-revolution Whitlock cylinder press sit on a concrete base. Mr. Archer hopes to secure other quarters at once, and is looking for equipment to get going again. Special reference to the Ryley Times was made in the March issue of Printer and Publisher: it is a paper of outstanding typographical style, as well as being a high-class weekly in other respects.

British Columbia

Mr. George Denny, Tokio representative of the Associated Press, is sailing on the "Empress of Russia." He was at one time on the staff of the Vancouver Colonist, and has held the important post of London representative of the Associated Press for twenty years.

J. A. MacKelvie, M.P., former editor of the Vernon News, is now in Ottawa attending to his legislative duties. Mrs. MacKelvie accompanied him, and will remain in the east during the session. This being Mr. MacKelvie's second session, he may be depended on to make his presence felt in the house. He is a forceful and logical speaker, and may be depended on to give a good account of himself during the session.

The Vernon News is doing considerable promotion work with a view to increasing its "foreign" advertising. Some of the circulars recently issued have been very highly commented on, and requests have been received for copies of such circulars. Many weeklies have reached the conclusion that they must toot their own horns if they wish to be heard, and the Vernon News, having realized this for some time, is doing some tooting.

The board of Police Commissioners of Vancouver, B. C. have issued an order prohibiting the printing and distribution of Sunday newspapers. They have instructed the chief of police to enforce it. The Sun is the only paper affected. It is the only paper in Canada which publishes seven days a week. Until the amalgamation of the Sun and the News-Advertiser three years ago, six-day papers were the rule. Following the amalgamation, publication seven days a week was inaugurated. The Sun will now print and distribute its Sunday edition on Saturday night.

Considerable satisfaction seems to have resulted from the decision of the directors of the Canadian Weekly Newspapers Association to hold their convention this year at Ottawa. The unsettled condition of the business, and the shortage of crops in some of the western localities, caused many publishers to hesitate about spending the money to go too far afield this year. There should be a good attendance at Ottawa, and then by 1923 publishers should be ready for the far eastern trip, which many are anxiously looking forward to.

Fire completely destroyed the plant and building of the Summerland Review, at Summerland, B.C. The fire originated in a building some distance away, but owing to an inadequate supply of hose it was impossible to hold the fire in check. The Review building was some distance from the nearest structure, and with even a moderate amount of water could have been saved. The loss will be very heavy, for the Review possessed a No. 14 linotype, a Miehle press, together with a good assortment of type and small bindery machinery. Not only is the plant a total loss, but the records as well are destroyed, for the safe, on which the owner depended, and which contained his books and valuable records, did not do its duty, and all these books and records were destroyed. The sympathy of the press of the province will go out to Mr. White in his loss.

Manitoba

Miss Merle C. Hall has been appointed assistant to the press representative of the Canadian Pacific railway, with headquarters at Winnipeg. Miss Hall is vice-president of the Women's Canadian Press club, Winnipeg branch, and during the past four years has been society editor of the Manitoba Free Press.

The Henderson Directory Building was damaged by a fire which occurred on Monday, February 27. The stock of the Bricker Jarvis Company was damaged to the extent of $20,000 and the loss to the building which is owned by the directory company is estimated at $2,500.00 resulting mostly from water. The loss to both building and stock is fully covered by insurance, it is stated.

Miss Cora Hind, whose crop reports of Western Canada are well known across the Dominion, is spending a few months overseas. As agricultural editor of the Winnipeg Free Press she will visit the British Isles and Denmark, looking into marketing of live stock and dairy products.

W. G. Pickell recently sold out his newspaper and printing interests in Portage la Prairie to M. S. Smith, formerly the mechanical superintendent of the Portage la Prairie Graphic. The sale included the extensive job printing business in Portage la Prairie, the Langruth Herald and the Oakville Standard, with the plants at Portage and Oakville, also all property.

Ontario

Walkerton has organized a live Board of Trade with Lorne A. Eedy, of The Telescope, as secretary.

The Farmers' Sun, published at Toronto, has been enlarged and improved and is now being issued every other day.

Lorne A. Eedy, of The Telescope, has been re-elected chairman of the Walkerton Public Library Board for the coming year.

Owen Sound, Hanover, St. Marys, Durham and Wing-

ham merchants have held successful Dollar Days the past month.

Announcement has been made that The Daily Reporter of Galt, Ont., has been purchased from The Galt Reporter, Ltd., by H. M. Hueston, Allan Holmes and A.D. McKenzie, owners of The Canadian Observer of Sarnia.

The name of Hal B. Donly, publisher of the Simcoe Reformer, was mentioned by a number of weekly newspapers in connection with the liberal leadership for Ontario.

Mr. Ernest L. Strobridge, of the advertising staff of The Expositor, Brantford, has severed his connection with that institution to enter into business for himself as a member of Motor Sales.

Miss Violet Dickens, who has been appointed editor of the Women's and Children's page of the Farmers' Sun, has been free-lancing for a number of years under the initials "V.I.D.," most of her articles having appeared in the Toronto Sunday World. She has written on a great variety of subjects, but her preference, up to this time, has been for doing boys' stories.

Miss Rica McLean, of Toronto, who gained her first experience as reporter on the Toronto News during the war, and who later became editor of a daily women's page on the Regina Leader and Post, resigned recently and went to Vancouver for a few months' holiday with her parents. Later Miss McLean hopes to take up work again either in Ontario or the Middle West.

The action of Mr. Geo. M. Rose, of the Hunter Rose Printing Co., Toronto, donor of the handsome midget Ontario Amateur Lacrosse Association championship trophy, to supplement the gift by one dozen lacrosse sticks, is certainly a splendid idea. Mr. Rose's gift will this season go to the Hanover team, who corraled the cup last year in a bang-up struggle against Weston.

Miss Edith McConnell, of the Vancouver Sun, has been holidaying in Toronto, Montreal and London. She is one of the youngest members of the Canadian Women's Press Club, a daughter of Mr. John P. McConnell, of Messrs. McConnell and Ferguson. It is interesting to note that it was Miss McConnell's father who founded the Vancouver Sun as well as the Vancouver Saturday Sunset, which unfortunately succumbed during the war.

When he slipped while attempting to adjust a cog in his printing press, Fred Nixon, proprietor of the Nixon Press, Toronto, had his hand terribly lacerated. John Wilkin, who was passing on the street, heard the commotion, rushed in and stopped the press, and rendered first aid. Dr. Nolan was called and rushed Nixon to St. Michael's Hospital, where his hand was amputated at the wrist.

In reply to a question by W. E. N. Sinclair, South Ontario, Hon. Walter Rollo told the Legislature that approximately $26,000 was the total amount expended for advertising in connection with the Ontario Provincial Advisory Committee's campaign against unemployment. The advertising articles were printed in 52 papers, which were selected by the committee. The papers were reached through an advertising agency. Outside of newspapers and periodicals, approximately $1,800 was spent.

For forty-three years the Acton Free Press, one of the best weekly newspapers in the province, has been ably edited by H. P. Moore, J.P. The strain of business has recently been so greatly felt by Mr. Moore that he decided to take into partnership Mr. G. A. Dills, who entered that office as an apprentice thirteen years ago, and by faithful service and painstaking effort has amply qualified himself for the position of manager. The past four years he has ably filled the position of foreman.

The Mail and Empire, Toronto, celebrated the fiftieth anniversary of the Mail's birth, March 30. It has seen Toronto grow from 60,000 to 525,000 in population. The Mail was founded in 1872 to strengthen Conservative protectionist doctrine, and has faithfully fulfilled that function ever since. Its falling out with Sir John A. Macdonald in 1885 on the Riel issue resulted in the establishment of the Empire in 1887. That paper, however, was absorbed by the Mail in 1895. The News (now defunct) was originally an afternoon edition of the Mail (1880), but was ultimately divorced from it.

Members of The Globe editorial staff recently paid tribute to a departing colleague, in the person of Mr. Walter R. Rutherford, who has been appointed private secretary to Hon. P. C. Larkin, Canadian High Commissioner in Great Britain. Mr. Rutherford left on the afternoon train for London, by way of New York. Just before leaving the city he was the recipient of a travelling rug, the gift of the men and women with whom he had been associated for many years. Mr. Rutherford had been connected with The Globe for sixteen years, first as a reporter and latterly as telegraph editor.

Many anxious enquiries reached the home of the editor of the Port Colborne Citizen, March 4. The cause of the concern shown by the editor's many friends was a Union Jack which was merrily floating over the entrance of the Citizen office. All wanted to know what was the reason of the flag's appearance. Over the phone one enquirer remarked: "What's the idea? You'd think it was somebody's birthday." This party was on the right track, and he was informed that it was the birthday of the new editor of the Citizen, who had arrived at 12 o'clock noon. Although naturally proud of the addition to the staff, the editor pleads "not guilty" to hoisting the flag, but nevertheless he agrees with the idea and believes some such sign of rejoicing was perfectly in order to celebrate the happy event.

Saskatchewan

E. R. Powell has leased the plant and business of The Review, Earl Grey, Sask., from Fred Whiskin, publisher of the Herald, Cupar, Sask.

Dominion Sales Company of Canada, formerly of Vancouver, have moved their business to Regina. This company handles office stationery and supplies. G. W. Lemmon is manager of the company.

W. C. Needham, publisher of the Journal, of Young, Sask., is extending his newspaper operations quite extensively in Northern Saskatchewan. Recently Mr. Needham launched a weekly paper for Colonsay, which he calls the Colonsay Journal. The paper is printed at Young and is edited by J. H. Cumming. In addition to this, Mr. Needham is also interested in the Star at Kelliher, which is under the management of George Roscoe, who was formerly assistant to Mr. Needham at Young.

The Maritimes

R. A. MacDonald, foreman of the Antigonish Casket, had an addition to his family not long ago. The new apprentice is a husky youth and handles his takes with great efficiency.

James Chisholm, a member of the Antigonish Casket staff and formerly of the R. C. R. was obliged to go to Camp Hill Hospital at Halifax recently for an operation, an old wound having become troublesome.

The Weekly Post, of Sydney, N.S., has lately been increased from eight to twelve pages, and has added many new features, including comic page, sport page, women's page, serial story page, page of editorials and several pages of local Cape Breton news. The Weekly Post, which is the weekly edition of the Daily Post, is going after circulation in the smaller places which have only two or three mails a week. At present industrial conditions in Sydney are reported by the editor of the Post as being rather dull.

The Bridgetown Monitor, after the death of B. S. Dunham, was carried on for a period by his daughter, but the property was recently leased with the option of purchase by two well-known newspaper men, Frank H. Beattie and Edmund Stratton. Mr. Beattie since his return from overseas has been engaged in newspaper work in the Sydneys and Mr. Stratton conducted a print shop in Sydney Mines and was editor and proprietor of the Sydney Mines News. These two men should make a good combination and continue the Monitor as one of the best weekly newspapers in the Maritimes.

W. H. Currie, of the Sherburne Gazette, has in his possession a portion of a copy of The Royal American Gazette, published at Shelburne in the long ago—January 17, 1785. It was published by James Robertson, who had previously published the paper in New York, but when the loyalists struck out for Nova Scotia he picked his plant up and came along. But advertising and subscriptions could not have been very plentiful in Shelburne in those days, for the paper only existed there for a year or two, when Mr. Robertson picked up and moved away. It is a four page, four column sheet, and in its advertising columns rum and gin are mixed up with sugar and molasses. "Oh, for the good old days," some will cry in reading these lines.

IN SELECTING TYPE

Why waste your own valuable time and also that of your foreman in selecting type only to find in the end that it was soft and easily bruised and must be replaced again and again. Even the small item of wasted time in constantly having to select new type adds considerably to the initial cost of that type, doesn't it?

Stephenson, Blake & Co. Type Wears for Years

Once you select S. & B. type you banish for years the bugbear of wasted time in selecting new type. For the large quantities of antimony and tin in S. & B. type gives it a resistance that keeps the face clean and sharp for years. And the best of it is S. & B. type is light in weight, consequently you get more individual characters in every pound you buy. *Wouldn't your safest investment be S. & B. type?*

STEPHENSON, BLAKE & CO. LIMITED
WM. HAMILTON, Manager 130 WEST WELLINGTON ST., TORONTO

C & G TRIMMITER

Saws, Trims and Miters



A new method of sawing, trimming and mitering is embodied in the C.&G. Trimmiter. Work is arranged in front of the gauge—a distinct advantage over other machines. Side gauge is instantly adjusted, saving valuable time on every operation. Table can be raised to extreme height of the saw blade. It combines precision, accuracy, simplicity, speed and safety. Users agree that it is the most efficient and economical tool of its kind ever produced. **You can use it to paying advantage. Send for details.**

May be seen in operation at

DeCarle-Wareham Ltd.

Type Founders

74 Market St., Toronto, Ont. 2

Brass Rule Made to Order

Roller Composition and Casting

GEO. M. STEWART

PRINTING and BOOKBINDING MACHINERY

TYPE and SUPPLIES

92 McGILL STREET, MONTREAL
PHONE MAIN 1892

Thoroughly Rebuilt Cylinder and Platen Presses, Paper Cutters and Machinery of all kinds for Printers, Bookbinders, Box Makers, etc. Write and state your requirements.

NEWS OF THE TRADE

L. and M. Works Manager Visits Toronto

Mr. B. J. Goulding, manager of the works of Linotype and Machinery Limited, at Altrincham, Cheshire, England, has concluded a six weeks' business visit in the United States and Canada.

Mr. Goulding spent a few days in Toronto, and during that time arrangements were made with Canadian Linotype Limited to handle the L&M presses, both letterpress and lithographic. Additional space has been secured adjoining the premises of



MR. B. L. GOULDING

Canadian Linotype Limited, 119 Adelaide Street West, for the purpose of showing presses which are now on the way from England. A full and complete stock of all parts will be carried also.

Mr. Goulding, who has been connected with Linotype and Machinery Limited for the last twenty-four years, is a member of the Institution of Mechanical Engineers of England and prominently known in manufacturing circles in the British Isles and on the continent. For several years prior to his appointment as works manager he served the company in the capacity of sales engineer. Three years ago he was put in charge of the big manufacturing plant at Altrincham.

When questioned regarding the business outlook in England at present, Mr. Goulding stated that conditions seemed to be steadily improving. "Just before I left England," he said, "we increased our working force at the Altrincham plant."

Secures Westman and Baker Interests

The business and plant of the firm of Westman and Baker, Limited, Toronto, which recently assigned, has been acquired by Manton Bros., of this city. Westman and Baker Limited, had been conducting a printers' supply house at 165 Adelaide Street, West, and in addition to carrying a full line of supplies were manufacturers of job presses and cutters. The firm also carried on an extensive business in repair work, and had the agency for several prominent lines. Manton Bros. announce that they are conducting the business of Westman and Baker, Limited, without interruption and will be able to furnish the supplies carried by the latter firm, as well as furnish machinery parts.

H. A. Doughty Goes to Toronto

Mr. H. A. Doughty has assumed the position of salesman for the Toronto field for Canada Paper Co., succeeding Mr.S.C. Winlow, who is now salesmanager of the Lincoln Paper Mills Company. Mr. Doughty has been with the Canada Paper Company for eighteen years, a great portion of the time being spent at Windsor Mills, Que., where the factory of the company is located. Previous to his coming to Toronto Mr. Doughty spent eight years in the Montreal offices of the company, and with his fully rounded out experience he is undoubtedly in a position to admirably fill his new and important post. Mr. Doughty was through the war. He saw service in France, was wounded in the battle of Lens and then invalided home, but like many other good soldiers he prefers to talk briefly, or not at all, of his war record, immaterial of how brilliant it may have been.

Joins Shackell, Edwards Staff

Mr. Thos. J. Johnston has joined the sales staff of Shackell, Edwards Co. Limited, Toronto. Mr. Johnston is said to possess a wide knowledge of cylinder press work, having experience in Canadian and Old Country printing plants, and should be in a position to ably advise on the proper selection of inks. It may be mentioned that the Shackell, Edwards Co. bear the distinction of being the only British Printing Ink House having a Canadian factory.

Now With Stephenson, Blake & Co.

Mr. J. J. Watson, who has been associated with the Toronto Type Foundry for a number of years, and with De Carle-Wareham Co. for the past three years is now connected with Stephenson Blake & Co. and will still continue to call on the Printers of Ontario. Mr. Watson is very well known to the Printers and Trade in general and is thoroughly familiar with the Printing Machinery and Type Supply business.

Improvement in Business Noted

The Intertype Corporation, Brooklyn and Toronto, announces that it shipped more machines to customers in March than in any previous month in the history of the corporation.

The Intertype Corporation also sold more machines in February than in any previous February in the history of the company.

G. C. Willings, vice-president in charge of sales, states that business conditions have greatly improved within the last few months, not only in America but throughout the world, and and that the intertype, from all indications so far this year, will have the greatest year in its history. The Toronto type Foundry report increasing interest and business in Canada.

Machinery Company Moves

The Printers' Machinery Company, Limited, Toronto, have moved from 130 Wellington Street West to 451 King Street West. The firm announces the acquisition of the services of Mr. C. H. Creighton, formerly manager of Stephenson Blake & Co., who has recently been on a tour of American cities with the object of increasing their agency line of machinery, type and supplies.

Now Sold at Ottawa

Ottawa Printers will be pleased to note that Canadian made Fibrestic Cover is now carried in stock in Ottawa, by Messrs. McFarlane Son & Hodgson Limited, who are acting as distributors.

See also page 58

CLASSIFIED ADVERTISEMENT SECTION

TWO CENTS A WORD, Box Number as five words; minimum charge is $1.00 per insertion, for 50 words or less, set in 6 pt. type. Each figure counts as a word. Display ads., or ads. set in border, are at the card rates.

FOR SALE

FOR SALE—PRESS AND FOLDER—A Two-Revolution Campbell Cylinder 20½ x30 newspaper and job press now in use in the Yarmouth Herald Office, with practically a new Electric Motor, 220 Volt., 60 cycle with counter shaft, etc. In excellent condition. Price on application. Will be sold at a bargain to clear space in press room for new press. Mentges Folding Machine will fold from 22 x 27 to 30 x 44 all standard sizes included. Has paster for six pages and trimmer for an eight page paper. Now in use in this office. As we are installing a Duplex Press we will have no further use for these, and they can be purchased at a bargain.
A number of newspaper and job chases from 36" x 21¼" o 8½", x 6", which will be sold at any price. The Herald, Yarmouth, N. S. P.4P.

FOR SALE:—CYLINDER PRESS. 2 REVolution, takes a sheet 30 x 40. In good running order, need room for larger press. Will accept any reasonable offer. Apply to Parker Bros., 11 Dundas St. West, Toronto, P.4P.

FOR SALE: 6 x 10 HAND PRESS. PRACtically new. 3 chases. Cost $57.00. Take $25.00 cash. Reliable Sign Co., Saulte Ste. Marie, Ont. P.4P.

SAWS FREE—MILLER, LACLEDE, SYSTEM Point-Set, Others—Only $5.50. This price includes saw Furnished Free when saw you buy is worn out thru sharpening by us. Let us sharpen your saws until new saw needed and never again will you have to spend another cent on new saws. WONDERSAW, 202 W. 20th St. New York. (p3p)

FOR SALE (Cont.)

CASH REGISTER WANTED. SINGLE drawer, receipt printer. Must be in excellent condition. Box No. 836. Canadian Printer and Publisher.

ONE J. & J. TAYLOR SAFE, INSIDE DImensions 15 inches deep 2 feet 6 inches wide, three feet 11½ inches high and fitted with a built-in compartment. Price $250.00. One J. & J. Taylor Safe, 18 inches deep, two feet 9 inches wide, four feet 5 inches high, fitted with a steel compartment. Both safes are in good condition and can be bought at a price that will save considerable money to the purchaser. Price $200.00. Box 837, Printer and Publisher, 153 University Ave.

PROSPEROUS NEWSPAPER AND JOB printing business for sale. Investigate. The Enterprise, Port Burwell, Ontario. P.3.P.

FOR SALE—AMERICAN LINOTYPE METal pot, for gas, with thermostat. Apply the Gazette, Norwich, Ont. P.4.P.

OVER TWO HUNDRED SOLD IN MARCH indicates the increasing popularity of "How Divide the Word," handy vest pocket size booklet showing correct division into syllables of six thousand most commonly used words. Eighty pages., bound in cloth. One dollar postpaid, money order or check only. Special prices in dozen lots. A. A. Mayerstein, Lafayette, Ind.
P.4P.

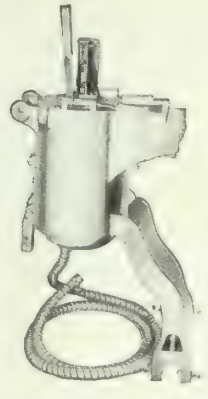
BACK ISSUES WANTED—MR. F. H. ATkinson, Technical School, Wentworth, St., N., Hamilton, Ont., will appreciate receiving from our friends, copies of the March issue of The Canadian Printer and Publisher, for the use of his students who entered the advertising contest. The parcel of papers sent to this school was lost in the mails and complete supply is exhausted. Help Mr. Atkinson, by sending him your copy, if you can spare it. Thanks.

POSITION WANTED—ALL ROUND COMpositor with city and rural newspaper and job experience open for position in Western Provinces. Can take entire charge. Box 493 Lacombe, Alta.

OPPORTUNITIES

THE COMPOSITORS' OPPORTUNITY — The Lanston Monotype Machine Company maintains Free Schools in Philadelphia, New York, Chicago and Toronto to which compositors are admitted for instruction in the operation of the keyboard. Steady employment and good wages are always to be had for Monotype Keyboard Operators. For further information apply to LANSTON MONOTYPE MACHINE COMPANY. (P.2.P.)

WHY WORRY ABOUT COMPOSITORS quitting? We quickly furnish rough sketches for type structures that enable even the novice to produce pleasing set ups. Mail a batch of display copy today, stating size of type form desired. The W. H. Holley Typographic Studio, Lock Box 16, Northfield, Vt.



Cline Fortified Interchangeable Electric Melting Pot

FITS ANY MODEL LINOTYPE OR INTERTYPE MACHINE AND IS INTERCHANGEABLE.

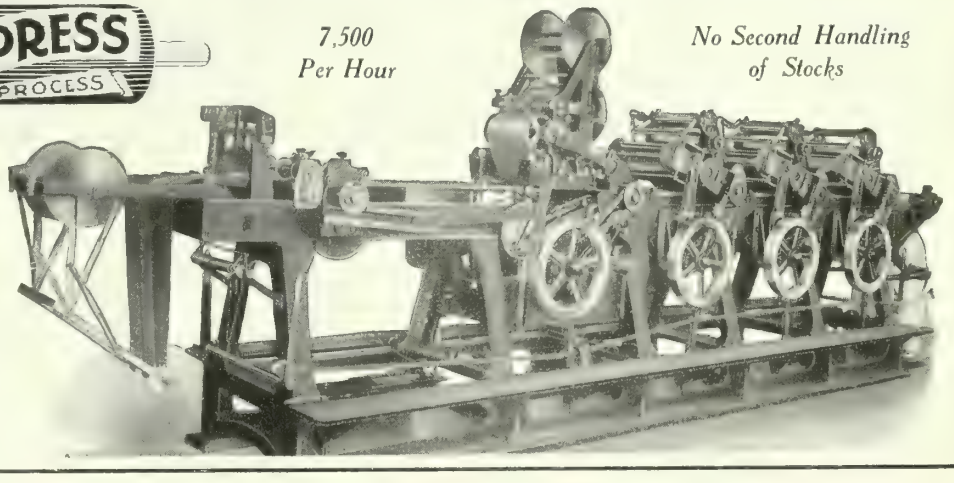
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CLINE ELECTRIC MFG. CO.
CHICAGO NEW YORK

MULTI-NEW ERA PRESS PROCESS

7,500 Per Hour

No Second Handling of Stocks

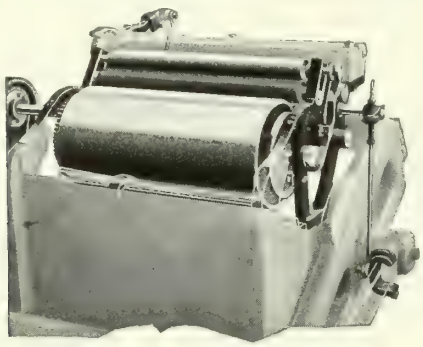


It is more than a Multi-Color Press. Prints in all colors on both sides of the paper at the same time; numbers, perforates, scores, die-cuts, punches, cuts both ways, rewinds or piles—all at a speed of 7,500 impressions per hour. One man operates the New Era and there is no second handling of stock necessary. WRITE NOW!

New Era Mfg. Co., Inc.
394 Straight St., Patterson, N.J.

New Ink Distributor

A new ink distributor for Chandler and Price presses has just been announced and put on the market by the F.P. Rosback Company, the device having many interesting and unusual features. From the regular Chandler and Price fountain a ducter roller takes the ink through a number of notches, which may be regulated, carries this to a vibrating distributing roller, which in turn carries it to a composition roller,



and then to a large vibrating cylinder, which takes the ink to another composition and steel vibrating roller. It is said that this procedure gives a better distribution than on any other machine of its kind. Following the above movement, the form rollers come up and take three full revolutions on the cylinder which guarantees a satisfactory distribution. To attach the new distributor is a very simple matter as there are no holes to drill nor any machine work necessary. The device can be put on any Chandler and Price press by any pressman in a few minutes, full instructions being furnished with each machine. The makers claim that no additional power is required to operate the device nor does it interfere with any automatic feeder.

A New Automatic Feeder

The Toronto Type Foundry are handling a new automatic job press feeder called the "Klymax." It is made in two sizes for 8 x 12 and 12 x 18 Chandler & Price presses, and prints the variety of work identified with these machines.

The Klymax Feeder is said to register to a hairline, makes 2,500 to 3,200 impressions per hour on the 8 x 12, and 1,700 to 2,200 per hour on the 12 x 18 press, the speed depending on conditions of stock, etc. Other features claimed for the Klymax are simplicity and ease of preparation for running. Where short runs are required the press is easily converted for hand feeding. The Klymax swings away instead of lifting and the frame being built of aluminum, the fear of it falling and injuring itself or the operator are reduced to a minimum. The feeder has neither gears nor tapes.

Improved Linotype Leaders

Heretofore the use of leaders in composition has involved two serious problems. The first (purely typographic) has been to keep the appearance of the composition uniform when different-sized leaders have been used on the same page. The other problem (entirely mechanical) has been to decrease make-ready time on the press by avoiding the necessity of cutting the leaders out of the overlay to keep them from punching through the sheet.

The new Linotype Universal Leaders are said to solve both of these problems. The weight of face in all sizes of these leaders is exactly the same, and they are driven slightly shallower than type-high, so that they will not "punch" in printing. With them a leadered form requires no more press-preparation than any other sort of type form. This is an exclusive, patented Linotype feature.

Linotype Executives Go Abroad

Norman Dodge, general manager of the Mergenthaler Linotype Company, New York and Toronto, and C. A. Hanson, general works manager, left New York City April 11 aboard the *Aquitania* for a three months' business trip abroad, and will spend several weeks in London at the head offices of Linotype and Machinery, Limited, and at Broadheath, near Manchester, where the plant of that company is located.

Latest Hoe Giants

R. Hoe & Company report that they have just closed with the Philadelphia Public Ledger for a complete new plant of twelve Superspeed Sextuple Presses, and one twenty-Cylinder Multicolor Press, all of which will be installed in the new building which the Ledger has in the course of construction. All of the Superspeed Presses are of new design and will be equipped with the Hoe Patented Ink Pump Distribution, roller bearings, extra formers, late news devices, etc. The Twenty-Cylinder Multicolor Press is also the Hoe Company's latest Universal-Unit type. The twelve Superspeed Presses, consisting of thirty-six units with twelve pairs of Superspeed Folders, will be so arranged that the machines can be operated as Decuples, Octuples or Sextuples.

The New York Tribune are also going to install newly designed Hoe presses, consisting of four Unit-type, Heavy Design Octuples, for use in their new home. These machines are all of the latest improved design and equipped with the Hoe Patented Ink Pump Distribution, Superspeed Folders and other new Hoe features. They will be so arranged that they can be operated as four Octuples or five Sextuples at will.

A "Bodoni" Production

To the experienced eye of a compositor there is something characteristically different between English typography and Canadian typography, generally speaking. There is a marked resemblance to the Canadian style, however, seen in the last issue of the Linotype Record, a quarterly, published by Linotype & Machinery Limited, London. The resemblance has been brought about by following a plan of type setting largely employed in this country, that of maintaining a uniform style of type dressing. The English typographer usually employs several fonts in his type arrangements. In this instance the use of Linotype Bodoni throughout the entire publication is shown. The text matter is set off with an abundance of "white space," and is nicely illustrated. Features of the publication consist of reference to the modern Linotype and the development of Linotype typography, reference to other L .& M. printing equipment, L. & M. overseas business, development athletics for L. & M. employees, and an extract from "The Deserted Village" by Oliver Goldsmith.

The Toronto Saturday Night recently installed two Intertype machines.

Deaths

Rev. E. J. Stobo, whose religious articles appeared in the Friday issues of the Mail and Empire, Toronto, is dead.

Douglas Ford, formerly head of the Douglas Ford Printing Co., Toronto, died in his 68th year at the Home for Incurables, where he had resided since last October.

Joseph V. McNulty, 57, publisher of the Pacific Coast Lumberman, and a former well-known newspaperman of Lindsay, Ont., died at Vancouver, April 4, after a brief illness.

W. R. Davis, founder of the Mitchell Advocate, died at Mitchell, March 27. He was a member of the Toronto Globe Staff from 1857 to 1859, after which he settled in Mitchell.

John Coogan, for 36 years an employe, and for 30 years foreman of the Cobourg World Printing Company, died March 16, after he had returned from his usual work late in the evening.

William Cable, president of the firm of Alexander and Cable, lithographers and engravers, Toronto, succumbed, March 23, to influenza within a few hours of the death of his niece, Miss Davis, and her mother.

A former Quebecer well-known in newspaper circles, where he has been prominent for several years both in the Province of Quebec and in New England States, died at Manchester, N. H., in the person of Mr. Leo Richard, of the Manchester Mirror. He was 51 years old.

Robert Glasgow, well known in Canada and United States publishing circles, died of heart disease at his office, in New York, April 5. He was formerly head of the Toronto publishing firm of Glasgow, Brook and Company.

Books About Printing

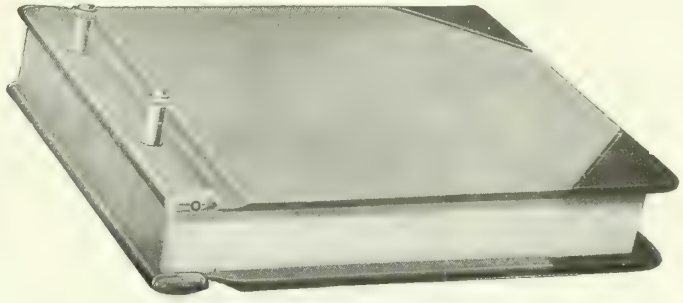
WE HAVE pleasure in announcing that (in affiliation with the Oswald Publishing Company of New York) we have instituted a Technical Book Supply Department, through which members of "The Craft" in Canada may secure practically any book they may be interested in. The following is but a selection of the many books we are able to offer:

THE ART AND PRACTICE OF TYPOGRAPHY — By Edmund Gress. A big, practical book on types and type arrangement, usable a lifetime. A remarkable collection of the best work of America's best typographers, with practical analyses and applications. 300 pages, 41 inserts, 615 illustrations, cloth bound, price $10.00 (45 cents extra for postage and packing).

CORRECT COMPOSITION — By Theodore L. De Vinne, A.M. The writer, advertising man, printer and proofreader can glean a great deal from this book which is written with the thoroughness that characterizes all of Mr. De Vinne's works. It is widely used as an authority. 476 pages, size 5 x 7½ inches, cloth boards, price $2.50 (20 cents extra for packing and posting).

THE AMERICAN MANUAL OF PRESSWORK. A remarkably thorough and practical book by authorities on the various subjects. There is no other book so elaborate or exhaustive on the subject. A book for superintendents, pressmen and apprentices. 166 pages, 18 inserts, 102 illustrations, size 8½ x 12 inches, cloth boards, $5.00 (35 cents extra for postage and packing).

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IF You could get more business with little additional investment at good profits and quick turnover

YOU Wouldn't hesitate long in taking advantage of this market. Now, would you?

CAN You do business with your neighbor? If so, show him loose leaf that will fit his business.

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how this can be done

LUCKETT'S STERLING LINE
CANADIAN MADE
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Vawter-Luckett, Limited

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Luckett Loose-Leaf, Limited

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545 King Street W.

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207 St. James Street

HOW TO FIND COSTS IN PRINTING —By A. E. Davis. To help the printer make a profit by correctly figuring costs is the object of this book, which is the result of the author's experience as a foreman and superintendent and as a secretary of printers' organizations. 128 pages, cloth boards, $2.00 (15 cents extra for postage and packing).

HOW TO MAKE CUTOUTS—By Robert F. Salade. The special branches of cutting and creasing for advertising novelties and paper boxes are reviewed in this work. The plain, simple facts are given in a way in which even the apprentice can understand. 42 pages, 5 illustrations, size 5¼ x 7 inches, boards, $1.00 (10 cents extra for postage and packing).

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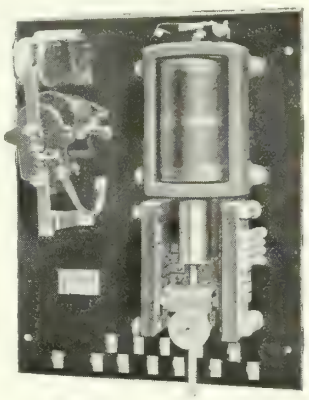
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The Toronto Telegram and Toronto Globe and other newspapers as well as job offices use the services of the Leslie staff—**reliability is the answer.**



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Motors and Controllers Furnished Complete

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Phone College 490

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No Connection with any Printing House

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A Trip Around the World

¶A trip around the world with a well-known advertising man as your guide—studying the advertising art of the entire world. Would n't that be an interesting experience? Through England, France, Germany, Spain, Italy, Africa, India, the Orient, Australia, and South America, analyzing the advertising methods of these countries, finding why they advertise differently, studying their national traits, prejudices, ideals, and habits—the whys and wherefores of advertising and advertising art throughout the world.

¶THE PRINTING ART in the March issue begins a series of articles entitled *The Advertising Art of Foreign Countries*, written by a well-known practical advertising man and artist—a man who *knows* foreign advertising.

¶The articles will be illustrated throughout, and no expense will be spared to make the series a practical reference work for advertising men, artists, export men, and manufacturers.

We believe this series to be the first of its kind ever published bringing an analysis and study of the advertising of the world's nations under a single head—a ready reference library invaluable to any man interested in advertising or commercial art.

There will be twelve, possibly more, articles in the series—each article carrying a wealth of information and valuable ideas. They will be interesting, *unusual*, and INVALUABLE.

Your name and address on the form herewith will start your subscription—MAIL IT *NOW*.

The department "Selling by the Printed Word," edited by Mr. Robert Ruxton, appears in THE PRINTING ART every month, chock full of sound common sense—an advertising mint for those striving to *sell* by the Printed Word—*Printed Salesmanship*.

The Printing Art, Cambridge, Mass.

Gentlemen: Please send me THE PRINTING ART for one year, beginning with the number starting the series "The Advertising Art of Foreign Countries." You may send me a bill for $4.00 (Canada, $4.50; Foreign, $6.00) to cover this subscription, which I agree to pay promptly *on the condition that if after receiving three issues, I am not perfectly satisfied, you are to refund the money without question, and I am to keep the three issues without obligation.*

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held in connection with the

Third Annual Convention

International Association of Printing House Craftsmen

Mechanics Building, Boston, Mass., August 28 to September 2, 1922

Reservations for space March 16, 1922

American Assembling Machine Co.
American Type Founders Co.
American Writing Paper Co.
Arnold Roberts Co.
Babcock Printing Press Mfg. Co.
Barrett-Cravens Co.
Barnhart Bros. & Spindler
Berry Machine Co.
Bingham Bros.
Blatchford Co., E. W.
Brackett Stripping Machine Co.
Carter & Co., John
Carter, Rice & Co.
Chandler & Price
Claflin & Co., W. H.
Cline Electric Co.
Collins Mfg. Co., A. M.
Cleveland Folding Machine Co.
Dexter Folder Co.
Economy Baler Co.
Erickson Linotype Tabular Machine Co.
Falulah Paper Co.
Fielding Publishing Co.
Forbes Lithograph Mfg. Co.
Freedman Bros.
Freeman, Frederick
Friel & Friel
Golding Mfg. Co.
Hacker Mfg. Co.
Hall Co., A. W.
Ham, Arthur E.
Hancock Perfecting Lineup Machine Co.
Hansen Type Foundry, H. C.
Harris Automatic Press Co.
Hill-Curtis Co.
Indiana Chemical Co.
Inland Printer
International Paper Box Machine Co.
Intertype Corporation
Japan Paper Co.
Knight, Allen & Clark
Kwix Co.
Lanston Monotype Co.
Latham Machinery Co.
Lawson Co., E. P.
Lewis-Shepard Co.
Liberty Folder Co.
Linograph Co.
Litchfield Lino-Plate Co.
Loring Coes Co.
Ludlow Typograph Co.
Margach Mfg. Co.
McCain Bros. Mfg. Co.
McLauthlin Co., Geo. T.
Menasha Mfg. Co.
Mergenthaler Linotype Co.
Miller Saw-Trimmer Co.
Miehle Press Mfg. Co.
Montello, Vincent
Morrill, George H.
Munsell Co.
National Announcement Ass'n
Nelson, C. R. and W. A.
New England Electrotype Co.
New England Ink Ass'n
New Safety Paper Co.
Osgood & Co., J. H.
Oswald Publishing Co.
Printing Machinery Co.
Page & Shaw
Poor Richard Corp.
Pophal, Emil A.
Pitt, J. W.
Potdevin Machine Co.
Premier & Potter Printing Press Co.
Premier Register Table Co.
Prescott, H. S.
Printing Trades Blue Book
Peck Co., R. S.
Revolvator Co.
Richards Co., J. A.
Richards & Co.
Royal Electrotype Co.
Sleight-Metallic Ink Co.
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Southworth Machine Co.
Specialty Automatic Machine Co.
Stone & Andrew, Inc.
Storrs & Bement, A.
Strathmore Paper Co.
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Thompson Type Machine Co.
Thomson Press & Mfg. Co., John
Tolman Print, Inc.
United States Envelope Co.
United Printing Machinery Co.
United Shoe Machinery Co.
University Press.
Walden Sons & Mott Co.
Warren Co., S. D.
Wesel Mfg. Co.
Wild & Stevens, Inc.

This list is composed of representatives in all the branches of the printing and allied trades. An exhibitor at this great Exposition will meet and interest more people than his sales force could call on in one year and at a time when the purchaser is in a receptive frame of mind and is seeking information and new ideas. Reservations for space should be sent for at once to

Boston Graphic Arts Exposition, Inc., 10 High Street, Boston, Mass.

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DEPENDABILITY—
SERVICE

The Goss "High Speed Straightline" Press
Used in the largest Newspaper plants in U.S.A., Canada and Europe.

The Goss Rotary Half Tone and Color Magazine Press
Specially designed for Mail Order, Catalog and Magazine Work.

The Goss "Comet" Flat Bed Web Perfecting Press
Prints a 4-6 or 8 Page Newspaper from type forms and roll paper.

Goss Stereotype Machinery
A complete line for casting and finishing flat or curved plates.

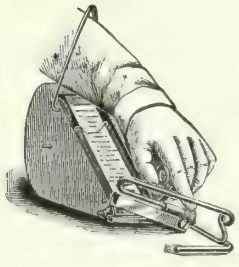
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Main Office and Works:
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The Goss Printing Press Co., of England, Ltd., London

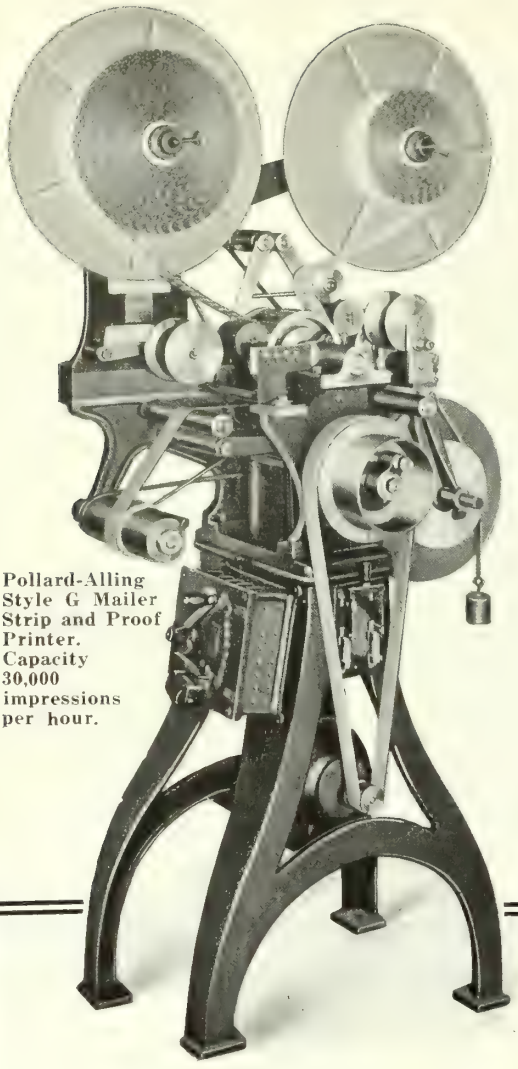


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Addresses (expert) 8,556 an hour
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Easy to operate

Write to-day for interesting Booklet

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Pollard-Alling Style G Mailer Strip and Proof Printer. Capacity 30,000 impressions per hour.

SPEED EFFICIENCY ECONOMY

You have much to gain and nothing to lose by adopting the Pollard-Alling Addressing System. It is speedier, more efficient and more economical than the system you are now using. It has a capacity of 12,000 addresses direct on publications or newspapers per hour. Ties up no type metal and takes up but little room.

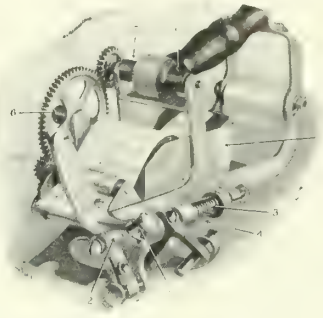
Its value to you will be better appreciated when you know more about it—write now.

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The 1922 Wing Aluminum Mailer

BETTER THAN EVER. SPECIAL FEATURES.



1. Cast Aluminum paste dish, lighter and stronger, no soldered joints for acid to attack and eventually fall apart.
2. New Lug on knife shaft, stronger, insuring accurate adjustment at all times.
3. New Clutch Spring.
4. Lock Nut on rocking plate bearing.
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7 and 8. Additional pin in thumb roller.

Buy the lightest and easiest to handle Mailer on the market Will stand the gaff.

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"LUSTRE" BLACK

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"The Best Ink made to-day for Half-Tone Printing"

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"The BLACK that is ALWAYS THE SAME"

Colour Matching a Specialty

Shackell, Edwards & Co.

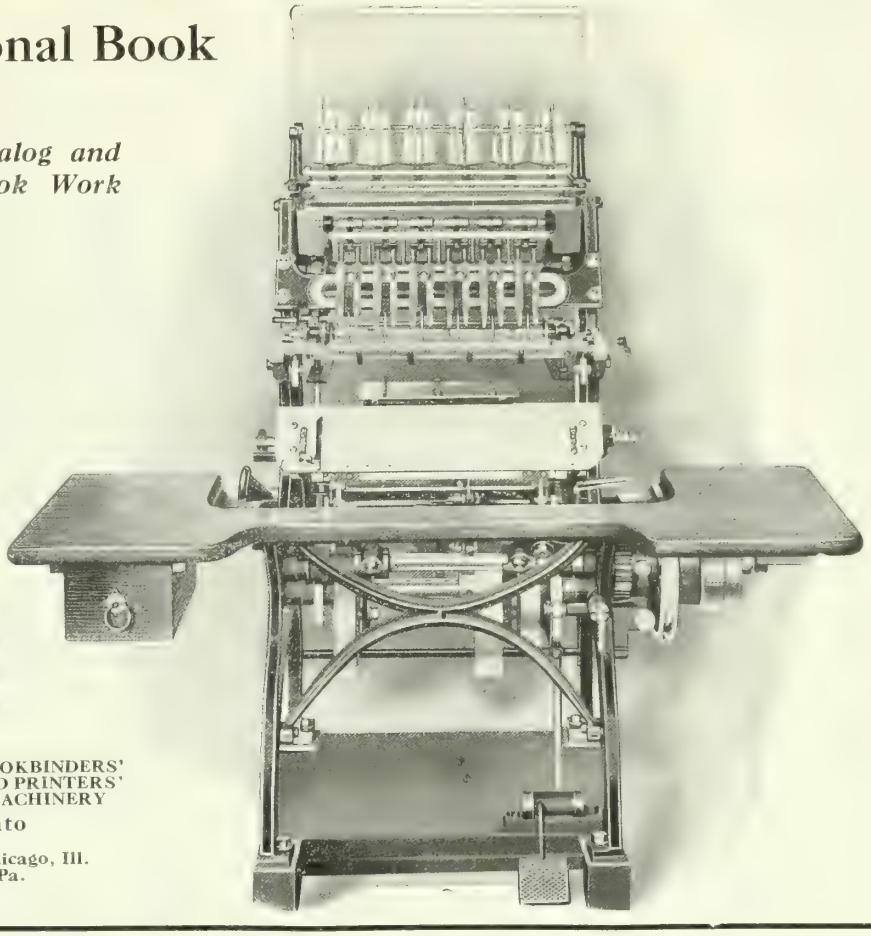
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For Edition, Catalog and Light Blank Book Work



Stitches can be adjusted within 5/16″ together, or multiples of 5/16″ apart. Two lengths of stitches can be had in the same book when desired. Sewing heads are adjustable in the machine, and can be spaced in the work as required. Sews seam of thread along both edges of the tape, and is equipped with a tape pull-down attachment. Sews through tape or super. Speed, 50 to 60 sections per minute. Motor required, 2/5 h.p.; pulley, 13″ x 1½″; speed, 220 r.p.m.; floor space, 4 x 4 ft.; weight, 1,100 lbs.

Built in Three Sizes:

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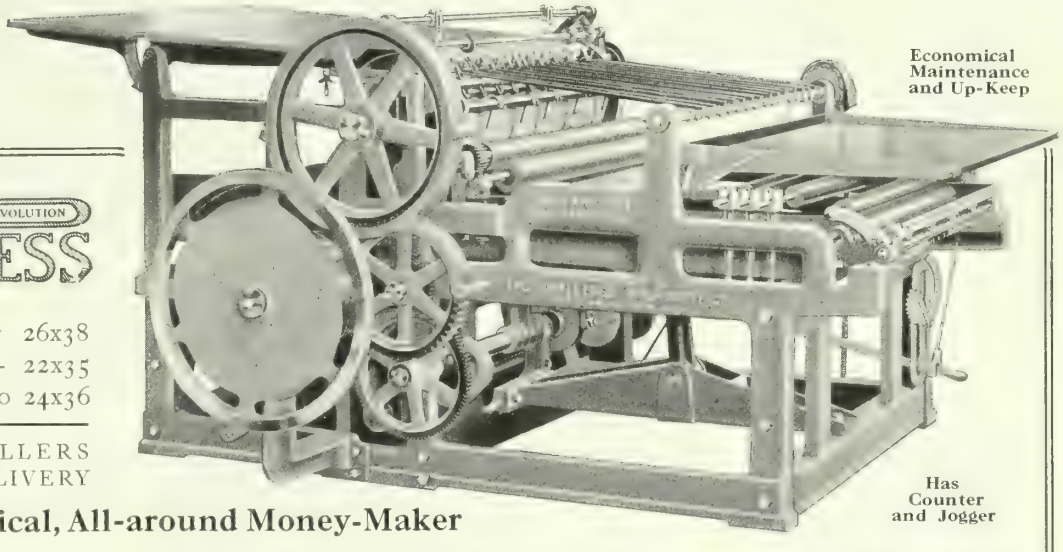
18″ Machine—Equipped with 6 Sewing Heads. Takes work 18″ x 15½″.

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114 Adelaide St. West, Toronto

Sole Agents for Latham Machinery Co., Chicago, Ill.
Brown Folding Machine Co., Erie, Pa.



Economical Maintenance and Up-Keep

Has Counter and Jogger

LEE TWO-REVOLUTION PRESS

Size of bed - - 26x38
Size of form - - 22x35
Takes sheet up to 24x36

TWO FORM ROLLERS
FRONT FLY DELIVERY

The Economical, All-around Money-Maker

The Lee Two-Revolution Press has been on the market a little more than four years, but is now in use in all parts of the civilized world, which is a substantial testimonial of real merit for this excellent machine.

The Lee Two-Revolution press was designed by press experts, and every demand for a really economical press has been more than fulfilled. Not one item, from low first-cost to the simplification of parts, economy of maintenance and ease of handling, has been overlooked.

YOU OWE IT TO YOURSELF TO SEND NOW FOR FULL PARTICULARS AND PRICES.

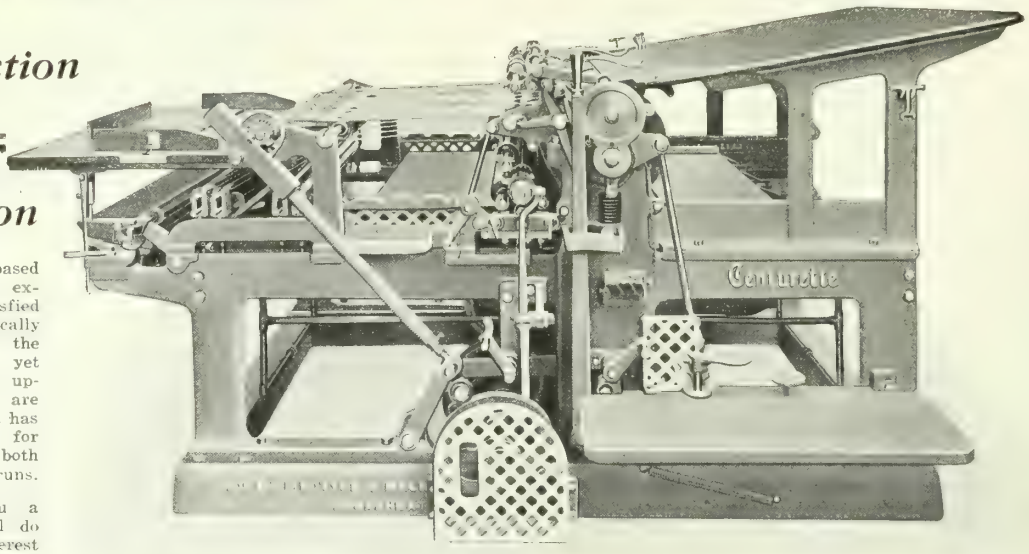
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Satisfaction Under Any Condition

This claim is based upon the actual experience of satisfied users in practically every part of the world. Solidly, yet simply built, its upkeep charges are practically nil. It has the reputation for economy on both short and long runs.

Let us send you a booklet that will do more than interest you.



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IMPERIAL INTERTYPE
IMPERIAL LINOTYPE

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MONTREAL HAMILTON TORONTO WINNIPEG VANCOUVER

A Great Combination:

Ideal Vulcanized Oil Rollers

For Distributors, Ductors, Angles, etc.

AND

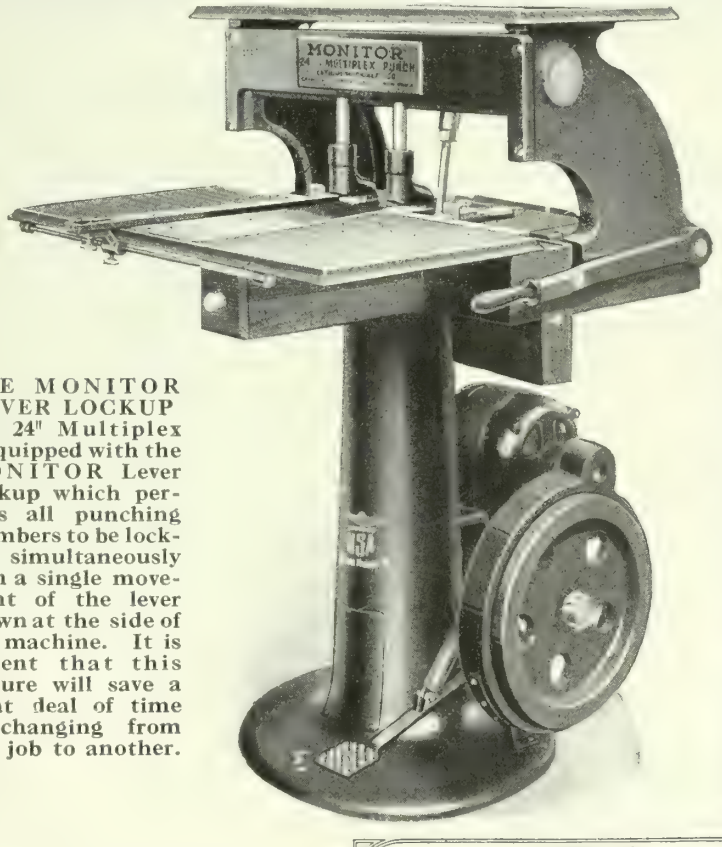
Endurance Composition Rollers

for Forms, Platen Presses, etc.

If you do not know what "Ideal" Rollers are, write for descriptive literature. Ideal Rollers will save you dollars this coming summer. ***Ideal Rollers cannot soften or melt under any pressroom condition.***

THE AULT & WIBORG COMPANY OF CANADA LIMITED

TORONTO MONTREAL WINNIPEG VANCOUVER



THE MONITOR LEVER LOCKUP
The 24" Multiplex is equipped with the MONITOR Lever Lockup which permits all punching members to be locked simultaneously with a single movement of the lever shown at the side of the machine. It is evident that this feature will save a great deal of time in changing from one job to another.

MONITOR
Quality, Speed, Service

The 24" Monitor Multiplex

A Punching Machine Without an Equal

The 24" MONITOR Multiplex is made in three models—foot power, belt drive and individual motor drive. The foot power model can be changed to either belt or motor drive by obtaining the desired attachment. Standard MONITOR punch blocks can be used on all models.

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in White, Blue, Buff and Salmon

ALBION BRISTOLS
White and colors
90—100—120 lb.

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BOOKPAPERS
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THE SUMMIT OF QUALITY
ESLEECK'S THIN PAPERS
MADE AT TURNERS FALLS, MASS. BY
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SUPERIOR MANIFOLD

Basis 17x22—8

Made in White, Blue, Canary, Cherry, Tuscan, Pink, Gray, Golden Rod, Fawn and Green.

A good rag paper at a moderate price.

Useful for duplicate and manifold copies of letters, lists, bulletins, records; printed forms on which manifold copies are made; and other business uses.

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INDIAN  BRAND

GUMMED PAPERS

Have been used for years, and the demand for this Canadian made sheet is growing by leaps and bounds. There is a reason for this. Quality is there, and any jobber can supply your needs promptly.

Canadian Nashua Paper Co.,
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PETERBORO, ONTARIO

Sold through all Prominent Jobbers

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Complete Service for Rebuilding and Moving Presses. Agents for Rosback Perforators and Stitchers, Bunn Tying Machines, Southworth Punches and Holdfast Hangers. All kinds of Printing and Lithographing Materials.

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2 Blocks from Penn Station

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Ask Your Jobber for

MAPLE LEAF BRISTOL

High Grade Bristol in White and following colors: Pink, Canary, Green, Salmon, Blue, Cherry, Buff, Lilac. Made up in index size on special orders.

Made in Canada by

THE DON VALLEY PAPER CO., LTD.

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"For black and colored inks that dry too slowly and are too heavy in body you can't beat

OZODO DRYER

(Registered Trademark)

It makes inks dry hard and rapidly, and prevents them from picking the paper and filling up the fine lines."

Manufactured and sold only by

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DRY COLORS CARBON BLACK VARNISHES PRINTING INKS

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EQUALLY attractive either as a book or cover paper, UTILITY-ACCORD serves a double purpose. Perfectly matched for color and texture in several weights, it may be used for text or covers for light or heavy mailing units.

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Serves the Advertiser Well.

It is made in seven attractive colors in 20x20—65 lbs. and 20x26—130 lbs.; also in 25x38—60 lbs.

Have You a Sample Book of UTILITY-ACCORD?

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UNITED PRINTING MACHINERY COMPANY

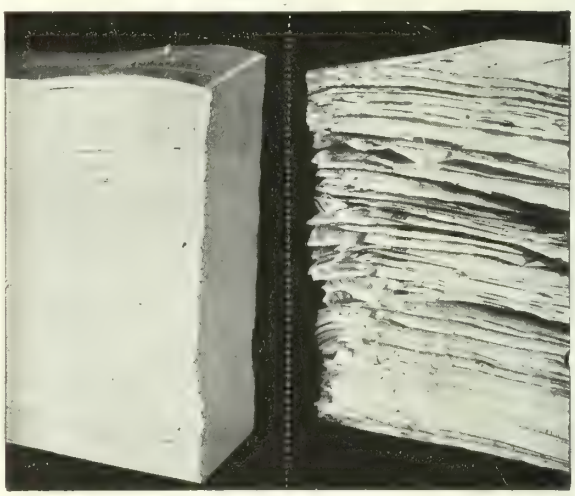
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REFERENCES—The Bank of Nova Scotia and over 200 satisfied Canadian publishers for whom we have been collecting for the last nine years.

The Canadian Mercantile Agency
OTTAWA, CANADA

WE PAY
SPOT CASH
FOR
Type Metal Drosses
Old Small Type
Electros and Stereos

CANADA METAL CO.
LIMITED
Reclaiming Department
TORONTO

Efficient Equipment

Study the advertisements in The Canadian Printer and Publisher—they point you to what is right in the latest printing office equipment.

Buy Today

THE firms listed in this Buyers' Guide are all advertisers in PRINTER AND PUBLISHER. *Refer to the ads. by consulting the Index. Our interests are mutual—tell the advertisers you read their ad. in* PRINTER AND PUBLISHER. *Patronize* PRINTER AND PUBLISHER *advertisers—they are all definitely interested in the promotion of efficiency in equipment and service in Canada's allied printing trades.*

ADDRESSING MACHINES
The Challenge Machinery Co., Grand Haven, Mich.
Miller & Richard, Toronto, Ont.
Pollard-Alling Co., New York, N.Y.
Toronto Type Fdry Co., Ltd., Toronto, Ont.
Westman & Baker Limited, Toronto.

BADGES, METAL, RIBBON AND CELLULOID
Bastian Bros., Cobourg, Ont.

BALERS FOR WASTE PAPER
Golding Mfg. Co., Franklin, Mass.
Logan, H. J., Toronto.
Miller & Richard, Toronto, Ont.
Stephenson, Blake & Co., Toronto.
Stewart, Geo. M., 92 McGill St., Montreal.
Toronto Type Fdry Co., Ltd., Toronto, Ont.
Westman & Baker Limited, Toronto.

BINDERY EQUIPMENT AND SUPPLIES
(See also CUTTING MACHINES)
Hickok Mfg. Co., Harrisburg, Pa.
Berry Machine Co., St. Louis, Mo.
Dexter Folder Co., New York.
Golding Mfg. Co., Franklin, Mass.
Hall Co., Inc., Thomas St., New York City.
Logan, H. J., Toronto.
Machine Builders Ltd., Montreal.
Morrison Co., J. L., Toronto, Ont.
Stephenson, Blake & Co., Toronto.
Stewart, G. M., Montreal.
Toronto Type Fdry Co., Ltd., Toronto, Ont.
Westman & Baker Limited, Toronto.

BINDERS—LOOSE LEAF
Vawter-Luckett Co, Toronto

COMPOSING ROOM EQUIPMENT
(See also LEADS, SLUGS AND TYPE)
The following list covers Iron Furniture—
Hall Co., Inc., Thomas St., New York City.
Hamilton Mfg. Co., Two Rivers, Wisconsin.
Miller & Richard, Toronto, Ont.
Printers' Ideal Equipment Mfg. Co., Toronto.
Stephenson, Blake & Co., Toronto.
The Challenge Machinery Co., Grand Haven, Mich.
DeCarle-Wareham Co., Toronto.
Toronto Type Fdry Co., Ltd., Toronto, Ont.
Westman & Baker Limited, Toronto.

COUNTING MACHINES
Miller & Richard, Toronto, Ont.
Stephenson, Blake & Co., Toronto.
Toronto Type Fdry Co., Ltd., Toronto, Ont.
Westman & Baker Limited, Toronto.

CUTTING MACHINES—PAPER
Golding Mfg. Co., Franklin, Mass.
Miller & Richard, Toronto, Ont.
Morrison Co., J. L., 445 King St. W., Toronto.
Stephenson, Blake & Co., Toronto.
The Challenge Machinery Co., Grand Haven, Mich.
Toronto Type Fdry Co., Ltd., Toronto, Ont.
Westman & Baker Limited, Toronto.

COLLECTION AGENCIES
Canadian Mercantile Agency, Ottawa.
Dominion of Canada Credit Service, Toronto.

EFFICIENCY EXPERT
Pepper, J. L., 602 Lumsden Bldg., Toronto.

ELECTROTYPING AND STEREOTYPING
Rapid Electrotype Co. of Canada, Toronto.
Toronto Electrotype & Stereotype Co., Toronto.

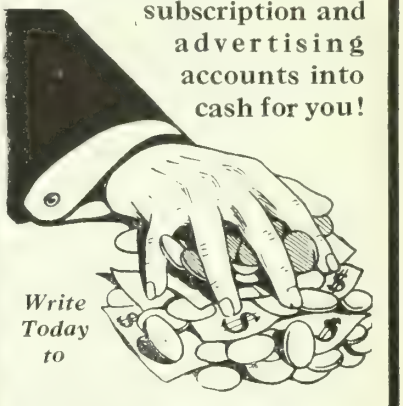
ELECTROTYPE AND STEREOTYPE BASES
The Challenge Machinery Co., Grand Haven, Mich.
Toronto Type Fdry Co., Ltd., Toronto, Ont.
Westman & Baker Limited, Toronto.
Miller & Richard, Toronto, Ont.

ELECTROTYPE METAL
Canada Metal Co., Limited, Toronto.

EMBOSSING EQUIPMENT
Golding Mfg. Co., Franklin, Mass.
Stephenson, Blake & Co., Toronto.
Miller & Richard, Toronto, Ont.
Toronto Type Fdry Co., Ltd., Toronto, Ont.
Westman & Baker Limited, Toronto.

ENGRAVERS' EQUIPMENT
Engravers' Machinery Co. of Can., Ltd., Montreal.

We will turn your past-due subscription and advertising accounts into cash for you!



Write Today to

DOMINION OF CANADA CREDIT SERVICE
Post Office Box 156, Toronto

SEE PAGE 57 ?

What is the **PRINTER & PUBLISHER** to Canada?

The National Printer-Journalist is the same to the United States

Send 25c. for a sample copy

National Printer-Journalist
(in its 37th year)
Montgomery Building
MILWAUKIE, WIS.

Buyers' Guide

TICONDEROGA PULP AND PAPER CO.

Machine Finish, Special Magazine and Antique Finish

BOOK, MAGAZINE, COATING, LITHOGRAPH AND MUSIC

PAPERS

Mills at Ticonderoga, N.Y.
Sales Department
Rooms 800-816, 522 Fifth Avenue, New York



BERRY ROUND HOLE CUTTER

Drills or "cuts" clean holes through any paper or pasteboard stock ten times as fast as a die punch.

Will drill from one to six holes in one operation.
Built in Four Models.

Berry Machine Co.
300 N. Third St. St. Louis, Mo.

WHILE-U-WAIT



RUBBER STAMP-MAKING OUTFITS

Require only eight minutes to make rubber stamps. Will also make Hard Rubber Stereotypes for printing. A few dollars buy complete outfit.

Send for catalog

The Barton Mfg. Co.
83 Duane Street New York, N.Y.

RATE FOR CLASSIFIED ADVERTISING

Rates (payable in advance.): Two cents per word. Count five words when box number is required. Each figure counts as one word. Minimum order $1.00. Display rates on application.

ENGRAVERS
Legge Bros., Toronto, Ont.
National Photo Engraving Co, Montreal.

ENVELOPE MANUFACTURERS
Toronto Envelope Co., Toronto.
Dawson Ltd., W. V., Montreal and Toronto.

ESTIMATING AND COST SYSTEMS
Porte Publishing Co., Salt Lake, Utah, U.S.A., and 32 Temperance St., Toronto.

FEATURES AND READY PRINT SERVICE
International Syndicate, Baltimore, Md

GUMS, PADDING AND PASTES
Beveridge Supply Co., Ltd., Montreal, Que.

INK (PRINTING) MANUFACTURERS
(*Including Bronzing Powders.)
Ault & Wibourg Co., Toronto, Ont.
Canada Printing Ink Co., Toronto.
Columbia Printing Ink & Roller Co., Vancouver, B. C.
Dominion Printing Ink Co., Ltd., Toronto.
Huber Ink Co., Toronto.
Manton Bros., Toronto, Ont.
Shackell, Edwards & Co., Ltd., Toronto.
Sinclair, Valentine & Hoops, Ltd., Toronto, Ont.

LEADS, SLUGS AND TYPE
DeCarle-Wareham Co., Toronto.
Great Western Smelting & Refining Co., Vancouver, B.C.
Miller & Richard, Toronto, Ont.
Stephenson, Blake & Co., Toronto.
Toronto Type Fdry Co., Ltd., Toronto, Ont.
Westman & Baker Limited, Toronto.

LITHOGRAPHERS
Goes Lithographing Co., Chicago, Ill.

MAILING MACHINES
Miller & Richard, Toronto, Ont.
Chauncey Wing's Sons, Greenfield, Mass.
Pollard-Alling Co., New York, N.Y.
Rev. Robert Dick Estate, Buffalo, N.Y.

MAILING GALLEYS
Miller & Richard, Toronto, Ont.
The Challenge Machinery Co., Grand Haven, Mich.
Toronto Type Fdry Co., Ltd., Toronto, Ont.
Westman & Baker Limited, Toronto.

MELTING POTS, ELECTRIC
Cline Electric Co., Chicago, Ill.

METAL
(For all kinds of Typesetting Machines and for stereotyping purposes.)
Canada Metal Co., Limited, Toronto.
Great West Smelting & Refining Co., Vancouver.

METAL FURNITURE
De Carle-Wareham Co., Toronto.
Miller & Richard, Toronto, Ont.
Mono-Lino Typesetting Co., Toronto.
The Challenge Machinery Co., Grand Haven, Mich.
Toronto Type Fdry Co., Ltd., Toronto, Ont.
Westman & Baker Limited, Toronto.

MOTORS AND TRANSMISSION
Cline Electric Co., Chicago, Ill.
Hall Co., Inc., Thomas St., New York City.
Kimble Electric Co., Chicago.
Leslie Electric Co., Toronto.
Manton Bros., Toronto, Ont.
Toronto Type Fdry Co., Ltd., Toronto, Ont.
Westman & Baker Limited, Toronto.

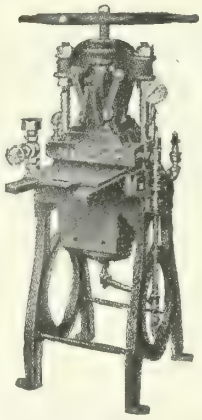
NOVELTIES
Bastian Bros., Cobourg, Ont.

PAPER MANUFACTURERS AND DEALERS
Beveridge Supply Co., Ltd., Montreal, Que.
Buntin, Gillies & Co., Ltd., Hamilton, Ont.
Butler & Jones, Toronto, Ont.
Canada Paper Co., Toronto.
Dawson Ltd., W. V., Montreal.
Don Valley Paper Co., Toronto, Ont.
Esleeck Mfg. Co., Turner's Falls, Mass.
Halls Paper Co., Ltd., Fred. W., Toronto, Ont.
McFarlane, Son & Hodgson, Montreal, Que.
Niagara Paper Mills, Lockport, N.Y.
Ritchie & Ramsay, Ltd., Toronto, Ont.
Rolland Paper Co., Ltd., Montreal, Que.
Butler & Jones, Toronto.
Scott Ltd., J. & J., New York City.
Ticonderoga Pulp & Paper Co., New York.
United Paper Mills, Ltd., Toronto.
Whyte Paper Co., Ltd., Toronto.
Wilson Munroe Co., Toronto.

PAPERS GUMMED
Butler & Jones, Toronto.

PAPER, TYMPAN
Cromwell Paper Co., The, Chicago, U.S.A.
Smith, Davidson & Wright, Limited, Vancouver, B.C.

PRINTERS!



Make your own rubber stamps with very little extra equipment.

Send For Catalog.

THE J. W. F. DORMAN CO.
BALTIMORE - MD.

¶ Printer and Publisher is the only paper in Canada reaching the Printing and Publishing Trade.

¶ If it is to them you wish to advertise, there is no question but that Printer and Publisher is the medium you should use.

¶ Our Classified Advertisement Section is a result-getter.

FEATURES

Weekly Pages
Camera News, Fashion, Feature and Children's.

3-A-Week
Handicraft in the Home, Lessons in Boxing and Hints for the Motorist.

Daily Features
Lessons in Baseball, Jingles, Pertinent Portraits, Daily Puzzles, Daily Fashion Hints, Noozie, Smiles and Us Kids.

Miscellaneous
Weekly House Plans; Classified Promotion Series; and The Ad-route, a syndicate house organ.

Proofs, prices and sample mats with pleasure on request.

The International Syndicate
22 Years of Unfailing Feature Service
Baltimore, Maryland

Buyers' Guide

The John Martin Paper Company, Winnipeg, Manitoba, Calgary and Edmonton, Alta.
Wilson-Munroe Co., Ltd., Toronto.
The Federal Paper Co., Montreal, Que.

PAPER, MAILING AND MATRIX

Beveridge Supply Co., Ltd., Montreal, Que.

PRESSES AND OTHER EQUIPMENT

(Includes Cylinder and Job Presses, Gauges, etc. See Embossing, Eq.)

Babcock Printing Press Co., New London, Conn.
Golding Mfg. Co., Franklin, Mass.
Goss Printing Press Co., Chicago.
Hoe & Co., R., New York.
Linotype & Machinery, Ltd., London, Eng., and 68 Temperance St., Toronto.
Miller & Richard, Toronto, Ont.
Machine Builders Ltd., Montreal.
New Era Mfg. Co., Patterson, N.J.
Toronto Type Foundry Co., Ltd.

PAPER RULING EQUIPMENT

Hickok Mfg. Co., Harrisburg, Pa.
Stephanson, Blake & Co., Toronto, Ont.

RUBBER STAMP OUTFITS

Barton Mfg. Co., The, New York, N.Y.

SIGNS

National Sign Co., Toronto.

TINNING, ETC.

Cooper Calendar Metal Co., Toronto.

TYPE-HIGH MACHINES

The Challenge Machinery Co., Grand Haven, Mich.
Westman & Baker Limited, Toronto.

TYPE, LEADS AND SLUGS

(Includes Type of all kinds—Wood, Brass or Lead.)

York, N. Y.

Cash in on the Ideas

THOUSANDS of printers and publishers are now increasing their business through the many ideas sent weekly through the Franklin Printers Service—and all at a fair profit

¶ This service is a necessity to progressive printers and publishers

The subscription price is small
The returns exceedingly great

Write for special 60-day guarantee offer

The Porte Publishing Co
32 Temperance St.
Toronto, Canada

DeCarle-Wareham Co., Toronto.
Great Western Smelting & Refining Co., Vancouver, B.C.
Stephenson, Blake & Co., Toronto.
Westman & Baker, Ltd., Toronto.

TYPESETTING

Mono-Lino Typesetting Co., Toronto.

TYPESETTING MACHINES

Cline Electric Co., Chicago, Ill.
Canadian Linotype, Ltd., Toronto.
Lanston Monotype Machine Co., Toronto.
Stephenson, Blake & Co., Toronto.
Manton Bros., Toronto, Ont.
Megill, Ed., 60 Duane St., New York City.
Miehle Printing Press & Mfg. Co., Chicago.
Morrison Co., J. L., Toronto, Ont.
Premier & Potter Ptg. Press Co., Inc., New York
Stephenson, Blake & Co., Toronto.
The Challenge Machinery Co., Grand Haven, Mich.
Toronto Type Foundry Co., Ltd.
United Printing Machinery Co., Boston.
Westman & Baker Limited, Toronto.

PRESSES, ROTARY

Goss Printing Press Co., Chicago, Ill.
Hoe & Co., 504-520 Grand St., New York.

PRINTING PRICE LISTS

Porte Publishing Co., Toronto.

"REDUCOL"

Manton Bros., Toronto.

ROLLERS

Canada Printing Ink Co., Ltd., Toronto.
Columbia Ptg. Ink & Roller Co., Vancouver, B.C.
Manton Bros., Toronto, Ont.
Sinclair & Valentine, Toronto, Ont.

Fast Service and Expert Workmanship on

Printing Press Repair Work

When things go wrong call

JAMES BAIN & SON
ENGINEERS AND MACHINISTS
99 Mary St., Hamilton, Ont.

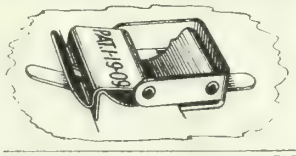
NOW is the time to Buy—don't wait. Consult these advertising pages. Our advertisers will *save* you money—Buy *Now*.

ELECTROTYPING and Stereotyping at any one of our three plants. All orders filled promptly. Service and quality on every order.

RAPID ELECTROTYPE CO. OF CANADA
Montreal Toronto London Windsor

McFarlane, Son & Hodgson, Limited
Wholesale Paper Dealers and Stationers
14 ST. ALEXANDER STREET : MONTREAL

STRAIT'S PATENT LEVER FEED GUIDE



The Logical Successor to the Quad, because dependable and saves time.

Carried in stock and sold by Type Foundries and Dealers everywhere.

H. H. STRAIT Manufacturer
Overland, Mo., U. S. A.

JOB PRESSES RUN PROFITABLY WITH MEGILL'S GAUGES

VISE GRIP



Megill's Double Grip Gauge
By the set of 3 with key and extra tongues.

QUICK ON



Megill's Spring Tongue Gauge Pin.
By the dozen or set of 3.

Accurate automatic register is obtained with Megill's Automatic Register Gauge. Saves its costs quickly in doing color or other fine register work on the job press. Free booklet.

Get them from your Type Founder or E. L. Megill, Pat. and Mfr., 60 Duane St., New York

SERVICE

"Must Have Them To-Day"



ELECTROTYPES—
STEREOTYPES

The best way to safeguard the quality of your rush orders is to phone us. **Quality work, done rapidly!**

Phone Ad. 1638

Also Long Distance Connections

TORONTO ELECTROTYPE
AND STEREOTYPE COMPANY, LIMITED
122 Adelaide Street West, Toronto

RESULTS

That's what the advertisers get when they advertise in the SCOTT'S PRINTER AND PUBLISHER. It reaches the buyers in the

MIDDLE WEST, U.S.A.

Rates on application. Sample copies 20c.

Subscription $2.00 in United States
$2.20 in Canada.

Scott's Printer & Publisher
A. D. SCOTT, *Editor and Publisher*
LINCOLN, NEBRASKA

Padding Composition *Flexible Glues*

The
Columbia Printing Ink & Roller Co.
Manufacturing
Fine Printing Inks
and
"Hercules" Printers' Rollers
ALL SIZES FOR ALL CLIMATES

Show Card Inks—Artists' Drawing Inks—Marking and Stencil Inks (soluble in oil or water)—Rubber Stamp Inks—Laundry Inks—Steel Die Inks—Artists' Oil Colors—Label Paste for Tin or Glass.

1063 Hamilton St., Vancouver, B.C.

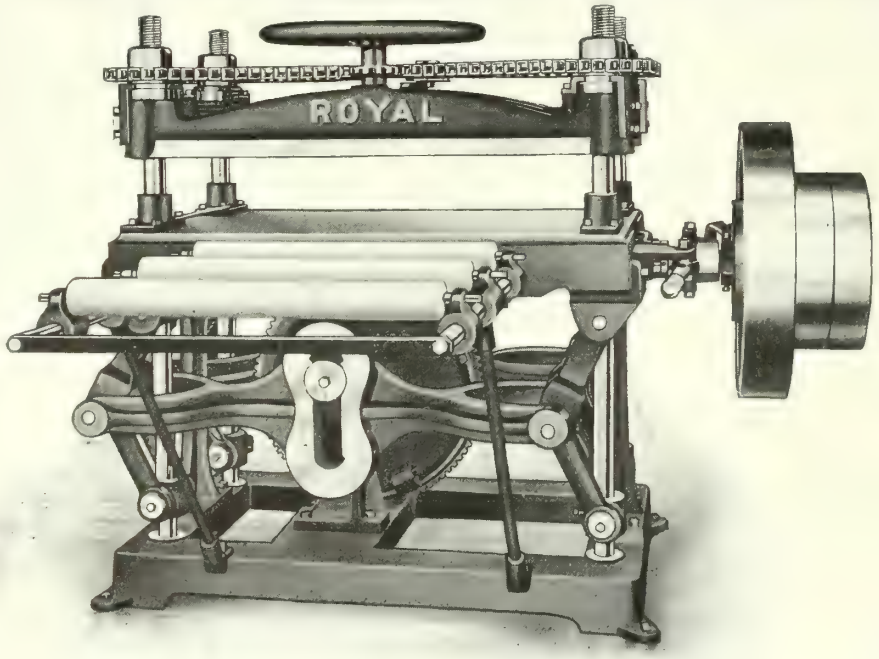
METAL EDGING
(TINNING)

FOR YOUR CALENDARS, ADVERTISING HANGERS, DISPLAY CARDS, ETC., ARE PROMPTLY AND CAREFULLY HANDLED BY

THE COOPER CALENDAR METAL COMPANY
12-16 PEARL STREET - TORONTO, ONTARIO
PHONE ADELAIDE 5547

THE ONLY SPECIALTY OF ITS KIND IN CANADA

WE ARE COMPLETELY EQUIPPED FOR, AND SPECIALIZE IN **METAL EDGING** AND **METAL SLIDES**, AND SOLICIT YOUR PATRONAGE. . . . TRY US ONCE—YOU'LL CONTINUE TO.



Actual Photograph

Envelope Die Press

Capacity, 23in. x 37in.
Table Travel, 4in.

Several now in operation

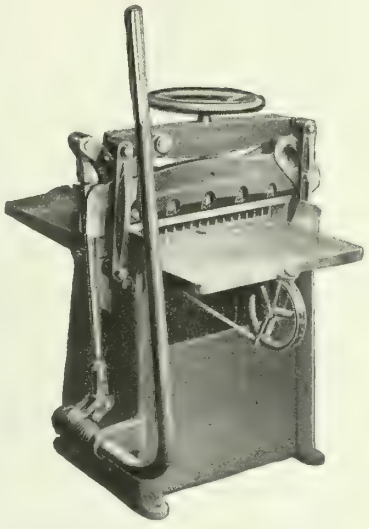
IMMEDIATE DELIVERY

New Cylinder Presses, Platen Presses, Paper Cutters, Ruling Machines, Perforators, Stitchers and Plant Installations Complete.

MACHINE BUILDERS LIMITED
738 St. Paul Street West, Montreal

GOLDING PRODUCTS

Hand Lever Cutter



Made in 26 inch and 30 inch sizes

Golding Hand Lever Cutters are made in sizes of 26 and 30 inches. Cutting depth of each size is 3 inches. Balanced handle. Easy to operate.

Golding Tablet Presses hold up to 5,000 sheets of stock of size up to 8½ x 16 inches. Iron and wood construction. Screw clamp. An office requisite.

There are four sizes of the Boston Card Cutter. All complete with front, back and side gauges of steel. Frame is of cast iron. Knives are of best tool steel. Balanced Handle. Table is of mahogany wood, nicely finished. Clean Cutting. Durable.

Tablet Press

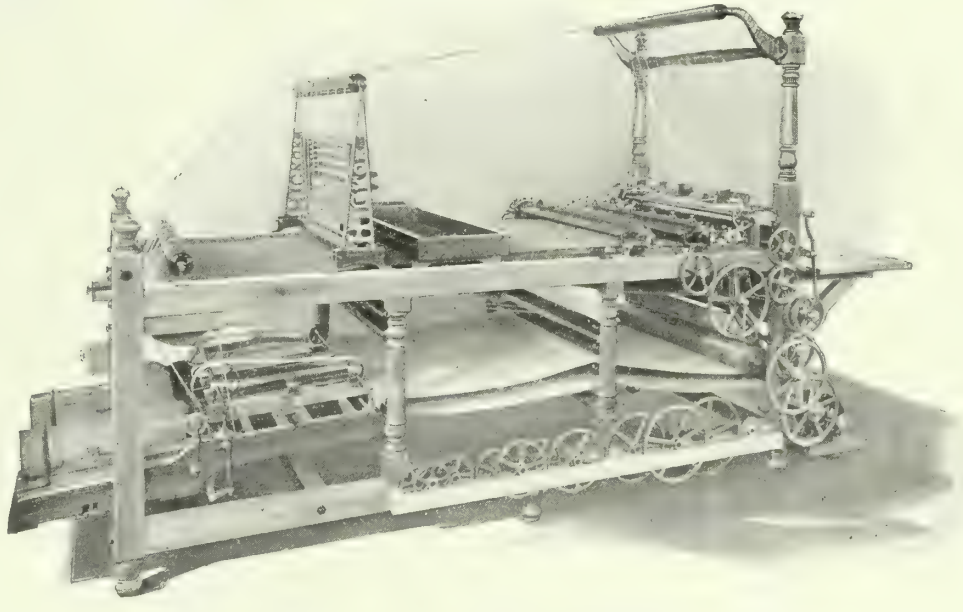


The BOSTON CUTTER



We also manufacture the Golding Art Jobber, Golding Jobber, Pearl Press, Official Press, Golding Auto-Clamp & Hand Clamp Power Paper Cutters, Pearl Paper Cutters, Little Giant Lead & Rule Cutters & Official Card Cutters.

GOLDING MFG. CO., FRANKLIN, MASSACHUSETTS U. S. A.



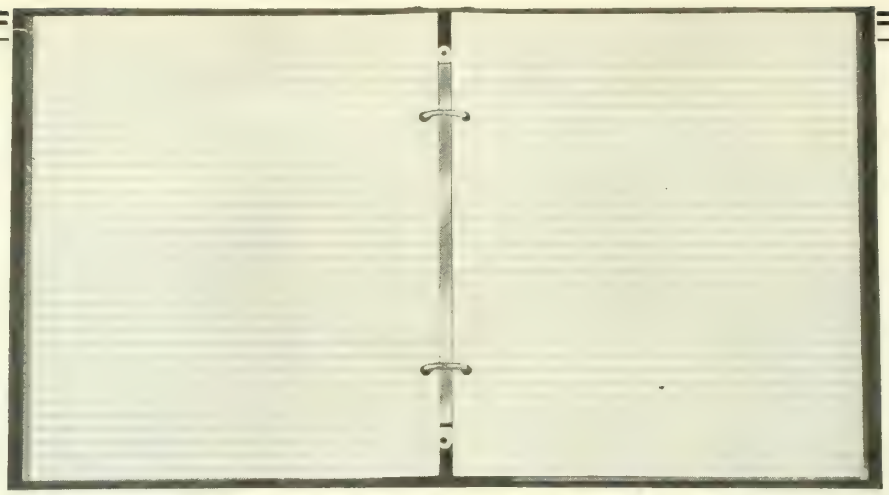
This cut shows our Style 9, 2-beam O. A. Automatic Striker Ruling Machine with Manifold Double-shaft Pen-underlift Device and Gear Speed Reducing Mechanism. With this machine the pens can be lifted or dropped from four or more distinct head lines at one feeding of the paper, often saving from 100 to 200% in time on complicated work. This is the best machine for general job work.

The W. O. Hickok Mfg. Company

Harrisburgh, P. A., U. S. A.

Manufacturers of Bookbinders' and Paper Rulers' Machinery

Est. 1844



A 100% Satisfaction Note Book

JACKDAW STUDENT'S NOTE BOOK

A Note Book that is always in steady demand—has heavy cloth binding and snappy springs. Also a complete line of Bond Papers, Ledger Papers, Loose-Leaf Binder and Binder Accessories.

Complete Stock W. V. Dawson LIMITED *Prompt Service*

MONTREAL OTTAWA TORONTO QUEBEC

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Good Printing Inks

MAIL YOUR ORDERS

Canada Printing Ink Co.

Limited

15 Duncan St., - - Toronto

THE LINOTYPE

is the machine of
no compromise

Every part of the Linotype is there because the machine is better for it and every part fits into the big scheme of simple operation.

MORE THAN 43,500 IN USE

TRADE LINOTYPE MARK

THE MACHINE THAT LASTS

LINOTYPE FACES

The owner of a LINOTYPE *can accept* ANY JOB *because the Canadian Linotype Limited is behind him with matrices to do any kind of composition, an unstinted number of faces and all typographic material from rules to period ornament.*

CANADIAN LINOTYPE LIMITED

119 Adelaide Street, West
TORONTO

This advertisement is composed entirely of LINOTYPE *material*

Volume 31, Number 5

May ISSUE

Toronto, Canada, 1922

THE CANADIAN PRINTER & PUBLISHER

Leading Articles in this Issue

Featuring Paper:

Paper Costs in Job Work

Canadian Pulp and Paper

Progress of Paper Making

Value of Attractive Covers

Handsome Profits in Blotters

"Retail Price List" in Montreal and Toronto

Necessity of the Marking Act

C.D.N.A. Opposed to Rebating

C.W.N.A. Convention at Ottawa, June 9 and 10

THE MACLEAN PUBLISHING CO. LIMITED

TORONTO - MONTREAL - WINNIPEG

Art Photo Book

An Economy Paper

Gives First-Class Results in
Color Work, Half-tone
and other fine
Printing

YOU HAVE many jobs requiring a better quality of paper than ordinary book. You want a paper not too expensive. Turn to Art Photo Book. It will fill the bill, giving results you require.

Its strength and wearing qualities have been thoroughly proven and its printing surface found satisfactory for color and fine halftone printing.

The many uses Art Photo may be put to, and the substantial saving the printer effects by its use makes it a desirable paper for every printer to always have on hand. Stocked in all regular sizes and weights.

Send for samples showing printed results in color.

MADE IN  CANADA

CANADA PAPER CO. LIMITED

MONTREAL TORONTO WINDSOR MILLS, P.Q.

Western Distributors:
BARKWELL PAPER CO., WINNIPEG



DOMINION

Printing and Lithographing

INKS

Striving Ever to
Make Them Better
Has Made Them
the BEST

THE DOMINION PRINTING INK AND COLOR COMPANY, LIMITED

128-130 Pears Avenue, Toronto, Canada

STOCKED AND SOLD BY

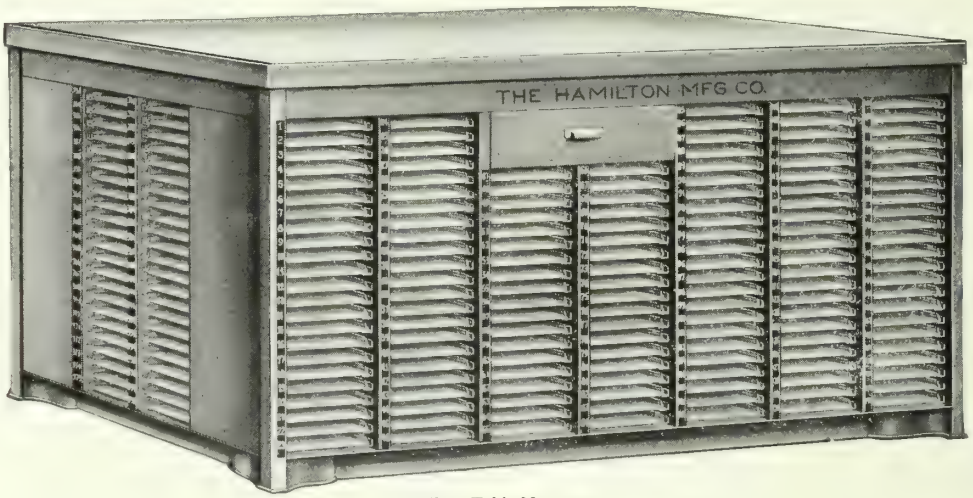
JOHN MARTIN PAPER CO., LTD.
WINNIPEG CALGARY EDMONTON

CHAS. H. TICE, MANAGER FOR EASTERN CANADA
128 BLEURY ST., MONTREAL
PHONE PLATEAU 2641

In answering advertisements, kindly mention "The Canadian Printer and Publisher"—that's your introduction.

Reduce Your Costs

The aggressive printer realizes that if he is to survive the keen competition of today, unnecessary expense must be eliminated and every facility provided to insure maximum production at minimum cost. Hamilton imposing tables are a big help. One of the most satisfactory designs is shown below.



Hamilton Table No. 724

Although especially designed for storage of catalog, directory or tariff pages, these tables are equally adapted for storage of every description, providing as they do a place for each page (or form) on individual galley, thereby effecting a real saving in each handling—correcting, proofing, etc.

DETAILS

Made in both wood and steel. Entire base of table equipped with runs for Hamilton Steel Galleys size 8¾ x 13 in. Both sides alike. Each opening numbered on upright.

No. 723 (steel) has a capacity of 398 galleys on runs. Takes iron top 51 x 75; marble top 48 x 72.

No. 4020-A (wood). Same design as No. 723 but has capacity of 380 galleys.

No. 724 (steel) has a capacity of 306 galleys on runs. Takes iron top 39 x 65; marble top 36 x 62.

No. 4010-A (wood). Same design as No. 724 but has capacity of 292 galleys.

Nos. 724 and 4010-A have a deep drawer in each side at top; Nos. 723 and 4020-A have a drawer at each end.

Tables are rigidly constructed and will last for years. If your equipment does not include them it should. Order now.

Manufactured by

The Hamilton Manufacturing Company

TWO RIVERS, WISCONSIN
Eastern House, RAHWAY, N. J.

Hamilton Goods are For Sale by All Prominent Typefounders and Dealers Everywhere

Bennett
Binders' Board

A Millboard with the distinction of having Quality with Firmness, Finish, Flatness and Service; that cannot be duplicated by Imported Boards is being

Made in Canada

This board is handled by only the highest grade Dealers at prices that are exceedingly interesting in view of the Quality offered. Any of the following dealers will be anxious to serve you to your best interests:

Beveridge Supply Co. Limited; The Brown Brothers, Limited; Clarke & Clarke, Limited; W. V. Dawson, Limited; John Martin Paper Co., Limited; The Wilson-Munroe Co., Limited; Canada Paper Co., Limited.

Made in Canada by the largest Fibre Manufacturers in the British Empire

BENNETT LIMITED
CHAMBLY CANTON
QUE.



CROMWELL
TYMPAN PAPERS

The Preferred Tympan of the Printing Industry

CROMWELL special made traveling, shifting and cylinder tympan papers have a super-hard, even-caliber, perfectly smooth surface that saves time on make-ready and gives cleaner impressions.

Printers who have thought that one tympan paper is just as good as another, marvel at the better quality of work and reduction in make-ready cost that CROMWELL Tympan Papers accomplish.

All sizes for all classes of printing and any style press. Immediate shipment. Write for samples and prices.

AVAILABLE IN ROLLS OR SHEETS OF ANY SIZE THROUGH OUR CANADIAN REPRESENTATIVES:

The Wilson-Munroe Co., Ltd., Toronto, Ont.

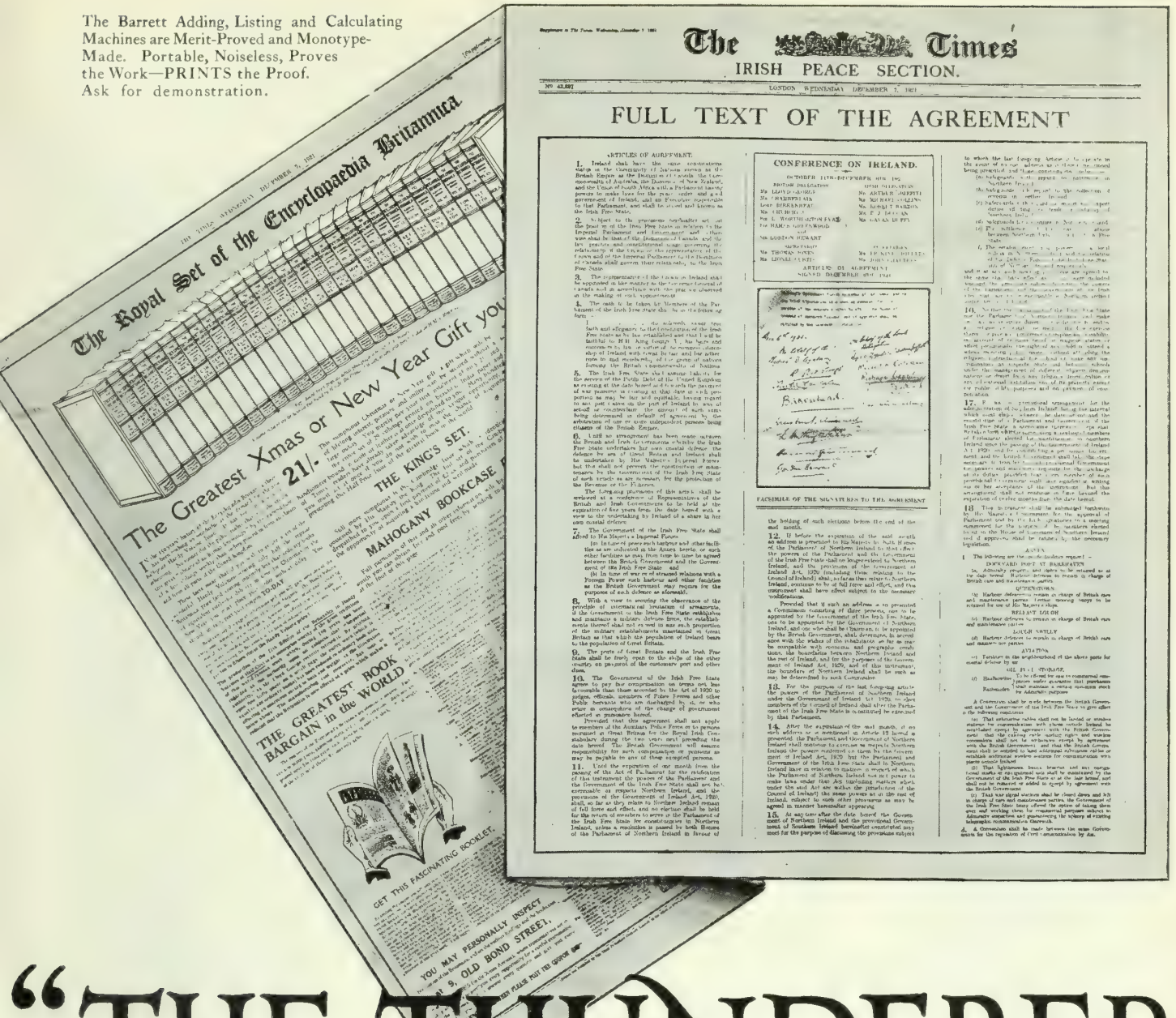
The John Martin Paper Co., Head Office Winnipeg, Man. also Calgary and Edmonton

Smith, Davidson & Wright, Ltd., Vancouver, B.C.

The Federal Paper Company, Montreal, Que.



The Barrett Adding, Listing and Calculating Machines are Merit-Proved and Monotype-Made. Portable, Noiseless, Proves the Work—PRINTS the Proof. Ask for demonstration.



"THE THUNDERER"

(The London Times)

PRIDE OF THE FOURTH ESTATE

Uses Forty-Two Monotypes

LANSTON MONOTYPE MACHINE COMPANY

The Monotype PHILADELPHIA *The Barrett*

NEW YORK CHICAGO BOSTON TORONTO BIRMINGHAM

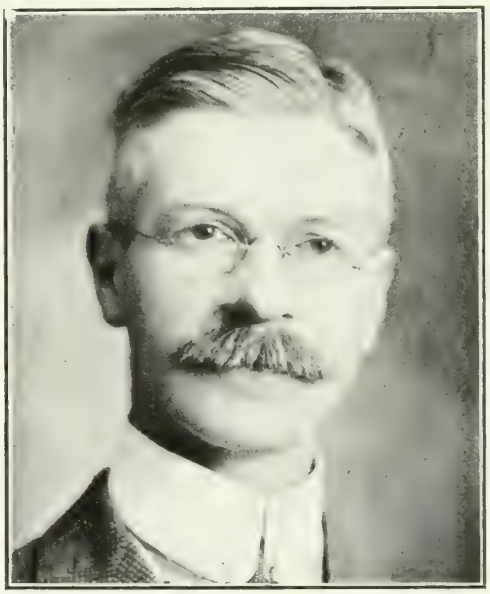
MONOTYPE COMPANY OF CALIFORNIA: SAN FRANCISCO

350

Buntin, Gillies & Co.
LIMITED



J. F. NEVILLE
Ottawa



C. W. GRAHAM
President



R. G. ELMSLIE
Eastern Ontario



C. P. RASON
Hamilton

CO-OPERATION

The Aim of Our Representatives

Believing that representatives of a paper house should be counsellors as well as salesmen our staff desires to co-operate with the printers of Canada—in giving advice on the selection of the right stock; in promoting economy in paper buying; in securing more printing orders; and in establishing an effective co-operative service between the printer and our house. **Secure the counsel of our representatives. Always at your service!**



W. C. CUNNINGHAM
Central and Western Ontario



A. L. NAISMITH
Northern Ontario

BUNTIN, GILLIES & CO.
LIMITED
HAMILTON ONTARIO



S. M. SCOTT
Maritime Provinces



W. G. McANDREW
Southern Ontario



G. E. PEENE
Western Canada



R. L. MITCHELL
Hamilton

PRINTERS' ROLLERS

The variable spring weather is here.
This is the money-saving time to
consider your printing press rollers.

True Economy lies in being fore-handed

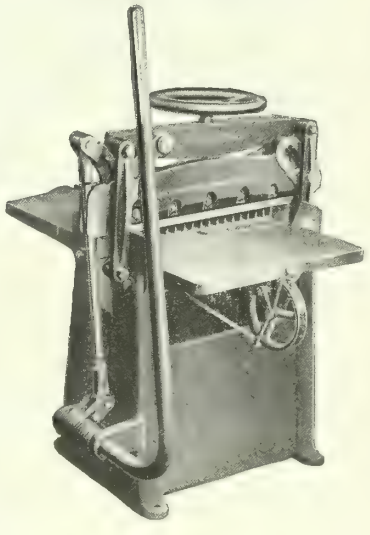
Our up-to-date equipment handles
every size from the small specialty
roller to the largest newspaper roller.

Tell Us Your Roller Troubles

CHARLES BUSH LIMITED

105-111 Davenport Road, Toronto, Canada

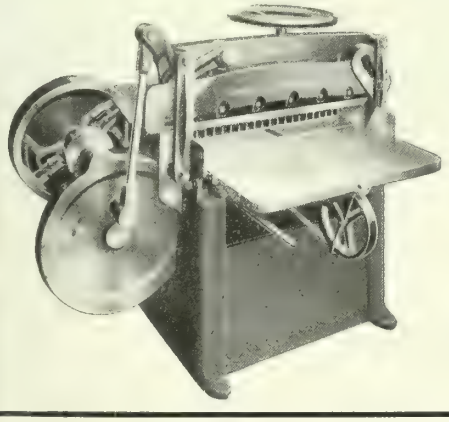
THERE'S A GOLDING CUTTER FOR EVERY CUTTING NEED



We manufacture a complete line of cutters—ranging in size and style from the small card cutter to the automatic clamping power cutter.

Only two models are illustrated here. These are the Golding Hand Clamp Power and Hand Clamp Lever Paper Cutters.

Both styles have the double shear action of knife; interlocking split back gage operated by band gage graduated to ⅛ inches; scored table; and other conveniences for quick and accurate operation.



Only simple mechanical principles were employed in the design of Golding Cutters. There are no power eating bevel gears or cams; no sliding surfaces.

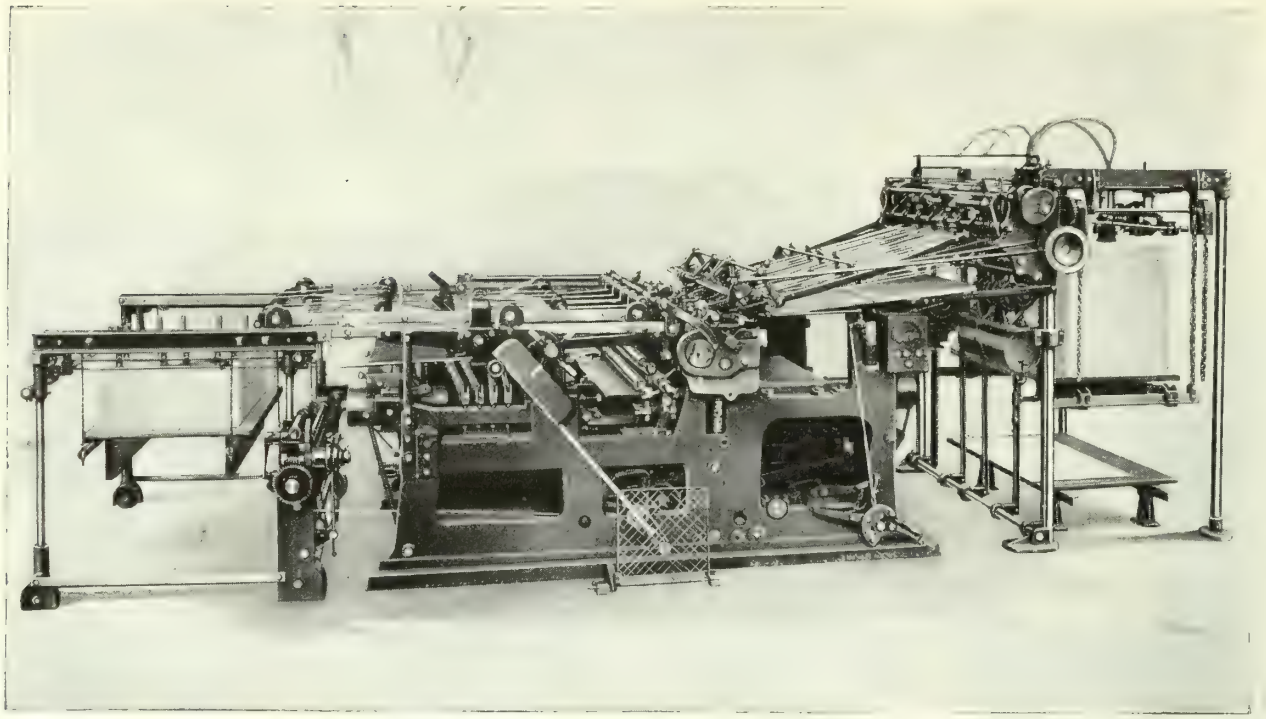
Golding Cutters are strong, rigid, durable, easy to operate, well made and nicely finished in blue gray paint.

Let Your Next Cutter Be A Golding

GOLDING MANUFACTURING CO.

FRANKLIN, MASS.

We also manufacture the Golding Art Jobber, Golding Jobber, Pearl Press, Official Press, Golding Auto-Clamp Power Paper Cutter, Pearl Paper Cutter, Boston and Official Card Cutters, Golding Tablet Press.



If you expect your Pony Cylinder to do a day's work, feed it—*automatically*

Your Pony Cylinder is capable of 2500 to 3000 sheets per hour, eight hours a day. Your quality job work requiring Accurate Register, Superior Ink Distribution and Rigid Impression can be produced at this profit-making speed on your pony press by attaching the

Dexter Pony Suction Pile Feeder

Our new Pony Suction Feeder will handle dull coated, high coated, antique, super or machine finish stock, from French folio to 36 point board, as fast as your pony press can deliver.

This combination is worthy of your most earnest consideration. Investigate it thoroughly, and convince yourself of the economies of low hour cost, high production and wide range, before adding to your job or cylinder equipment.

For the convenience of printers, pressmen and assistants, we have attached our Pony Suction Feeder to a pony press in our New York Display Room. We welcome all those interested to call and see this new feeder in operation. Hours, 9:30 A. M. to 5 P. M.

DEXTER FOLDER COMPANY, 28 West 23rd St., New York

Folders, Cross Continuous Feeders, Dexter Pile Feeders, Automatic Clamp Cutters, Kast Stitcher Feeders and Wire-Stitching Folders

CHICAGO PHILADELPHIA BOSTON CLEVELAND DALLAS ATLANTA SAN FRANCISCO



"LUXACOTED"

PORCELAIN BOOK

"RED SEAL"

COATED BOOK

THE ECONOMY IN USING HIGH-GRADE COATED PAPER IS PROVEN BY THE EVER INCREASING DEMAND FOR THE ABOVE

PROTECTED BY REGISTERED TRADE MARK

MADE IN CANADA

AND SOLD BY

RITCHIE & RAMSAY

LIMITED

TORONTO - CANADA

Western Agents:

John Martin Paper Co., Limited, Winnipeg, Edmonton, Calgary

Columbia Paper Co., Limited, Vancouver, B.C.



WHEN planning your next catalogue, booklet, folder or any printed matter requiring the use of halftones or color-plates, specify LUXACOTED PORCELAIN BOOK or RED SEAL COATED BOOK. They possess those qualities so essential to high-class printing.

MADE IN CANADA

AND SOLD BY

RITCHIE & RAMSAY

LIMITED

TORONTO - CANADA

MAKERS OF COATED BOOK PAPERS, COATED LITHO PAPERS AND COATED BOXBOARD

Western Agents:

John Martin Paper Co., Limited, Winnipeg, Edmonton, Calgary

Columbia Paper Co., Limited, Vancouver, B.C.

FOR SPEED AND SIMPLICITY **GOSS** FOR SERVICE AND DEPENDABILITY

A Few Recent Orders Received

Goss "High Speed" Straightline Presses

POST-DISPATCH, ST. LOUIS, MO.	3 OCTUPLES
HERALD-EXAMINER, CHICAGO	1 DOUBLE SEXTUPLE
WISCONSIN NEWS, MILWAUKEE, WIS.	1 DOUBLE SEXTUPLE
EXPRESS, LONDON, ENGLAND	2 OCTUPLES
HERALD, MELBOURNE, AUSTRALIA	3 OCTUPLES
WEST AUSTRALIAN NEWSPAPER CO., PERTH, W. AUSTRALIA	1 OCTUPLE
NEWS, ST. PAUL, MINN.	1 OCTUPLE
CALL, SAN FRANCISCO, CALIF.	1 DECUPLE
SUN, MELBOURNE, AUSTRALIA	4 QUADRUPLES
SUN, SYDNEY, AUSTRALIA	1 SEXTUPLE
LA DISCUSION, HAVANA, CUBA	1 SEXTUPLE
EXAMINER-NEW ERA, LANCASTER, PA.	1 SEXTUPLE
SYDNEY MAIL, SYDNEY, AUSTRALIA	1 QUADRUPLE

Goss High Speed "Unit Type" Presses

MESSRS. HULTON, LONDON, ENGLAND	3 SUPERIMPOSED OCTUPLES
NEWS OF THE WORLD, LONDON, ENGLAND	1 SUPERIMPOSED OCTUPLE
NEWS, BUFFALO, N.Y.	1 FIVE UNIT
REGISTER AND TRIBUNE, DES MOINES, IOWA	1 OCTUPLE WITH EXTRA COLOR
TIMES, NEW YORK CITY	1 OCTUPLE
TIMES, SHREVEPORT, LA.	1 SEXTUPLE
GAZETTE-DAILY, YORK, PA.	1 SEXTUPLE
POST-TELEGRAM, CAMDEN, N.J.	1 QUADRUPLE

Goss Intaglio, Color and Magazine Presses

PROMINENT EASTERN PAPER	1 12-CYLINDER COLOR PRESS
TRIBUNE, CHICAGO	2 SPECIAL THREE-COLOR INTAGLIO
R. R. DONNELLEY & SONS, CHICAGO	64-PAGE HALFTONE MAGAZINE
SPEAIGHT & SONS, LONDON	64-PAGE HALFTONE MAGAZINE
SPEAIGHT & SONS, LONDON	SPECIAL COVER PRESS
PATHFINDER PUB. CO., WASHINGTON,	96-PAGE HALFTONE MAGAZINE

Miscellaneous

10 GOSS COMET PRESSES SOLD SINCE JANUARY 1st, 1922
11 SPECIAL GOSS "HIGH-SPEED" FOLDERS FOR VARIOUS PRESSES
5 EXTRA DECKS FOR GOSS STRAIGHTLINE PRESSES

THE GOSS PRINTING PRESS CO.

MAIN OFFICE AND WORKS:
1535 SOUTH PAULINA ST., CHICAGO

NEW YORK OFFICE:
220 WEST 42nd STREET

THE GOSS PRINTING PRESS CO. OF ENGLAND, LTD., LONDON

ORGANIZED 1885 REORGANIZED 1922

The DUPLEX PRINTING PRESS CO.

Resources, Four Million Dollars

DIRECTORS

HENRY F. BECHMAN, CHARLES G. MECHEM, IRVING L. STONE, Chairman, JOHN N. COLE, IRVING K. STONE, NIELSON EDWARDS

OFFICERS

HENRY F. BECHMAN, *Vice Pres. and Mechanical Supt.*
IRVING K. STONE, *President and General Manager*
CHARLES G. MECHEM, *Secretary and Treasurer*

General Offices and Works, Battle Creek, Mich., U. S. A.



Duplex Printing Press Company's New Factory. Main Building Quarter Mile Long.

Eastern Office: World Building, New York — I. C. SQUIER, Manager
Central Office: 536 Rush St., Chicago — C. S. BROWN, Manager
Western Office: Chronicle Building, San Francisco — F. H. BOYNTON, Manager

FOREIGN OFFICES

LINOTYPE & MACHINERY, Ltd., 7 Kingsway, LONDON, ENGLAND
Paris Rome Brussels Calcutta Shanghai Madrid Cairo Cape Town

NATIONAL PAPER & TYPE CO., 38 Burling Slip, NEW YORK
Buenos Aires Rio Janeiro Montevideo Mexico City Havana Lima Santiago Guadalajara

From Small City to Metropolitan Service

DUPLEX PRESSES

Double the Product

of *any other* Newspaper Presses

For more than a Third of a Century specializing solely in **Web Perfecting Newspaper Presses,** the **Duplex Printing Press Company** offers the **most complete line of Newspaper Printing Machinery** ever presented to the Newspaper Publishers of the World. Its great new Foundry and Machine Shops, built since the war and equipped with the latest improvements in tools, afford unsurpassed manufacturing facilities; and plans are under way for still greater factory development, made necessary by the increasing demand for Duplex Products.

Semi-Cylindrical Plate Presses:

Tandem, Low-Down Unit Style, High Speed. Patented. Built in Quadruple, Sextuple and Octuple Sizes.

End-to-End Low-Down Unit Style High Speed. Patented arrangement of units. In Quadruple, Sextuple, Octuple and Augmented Sizes.

The Duplex Company was **the originator of the low-down unit** style of Semi-cylindrical Plate Presses and its rights are thoroughly protected by patents.

The *Double Product* Metropolitan Tubular Plate Press

New Design High Speed Metropolitan Four-Plates-Wide, for largest circulations. **All Page Products by twos** at full speed up to capacity. No double plating. Readily adjustable for 7 columns 13 ems, 8 columns 12, 12½ or 13 ems.

Two-Plate-Wide Tubular, built in units of 8, 12, 16, 20 and 24 pages. All page products by twos at full speed. Accommodates all popular page sizes.

When using the Tubular Plate press only **one plate per page** is used; Double plating is obviated, resulting in enormous savings.

The Tubular Plate Press is the **most flexible Rotary Press ever built.** In every size and design, **all page combinations by twos** are obtained up to the full capacity of the press at full speed. This cannot be accomplished on semi-cylindrical plate presses.

High Speed Duplex Flat Bed Web Presses

New Model E. Four, Six, or Eight Pages, Speed 6,000 an hour. Adjustable at will to 7 columns 13 ems, 8 columns 12½ ems or 8 columns 13 ems. **Paper Roll Hoist and many other new features.**

Twinned 8-page Flatbed Presses, giving all products by twos up to 16 pages; also 10 and 12-page flatbed models.

Model A, Flatbed. 4-6-8 pages. Speed, 3,500. Specially designed for small dailies or for weeklies.

Flatbed Presses arranged for tabloid and other special work.

Duplex High Speed Flatbed Presses print on both forward and return strokes with no idle operation. No others do.

Complete Stereotype Equipment

Novel Automatic Stereotype Equipment, for rapid production of tubular plates.
Full line of Standard Stereotype Equipment for Tubular and Semi-Cylindrical Plates. Wet or dry mats.
With only half the number of plates required, with this speedy equipment the making of a full complement of plates is the swiftest known.

The Duplex Printing Press Company, Battle Creek, Michigan

United Paper Mills

Limited

Toronto Hamilton

Distributors of

Made-in-Canada Papers

The House to Take Care of All Your Paper Wants

BINDERY MACHINERY AND SUPPLIES

The complete line—everything you need for your bindery

Bindery Machinery—

We have the right machine for every phase of bookbinding work—cutters, folders, stitchers, punches, perforators, and numerous other smaller machines. To give you a thoroughly complete line is our aim. You can get your order promptly filled by us for any type of bindery machinery, and every machine is made by firms whose names are a guarantee of the highest quality. We offer our customers only the best. Years of experience have taught us your needs and, with new and greater facilities both for carrying stock and for distribution, we can offer you the best in bindery machinery, quick shipment, a full line of parts and expert erection and inspection. Send for literature on bindery machinery.

THE J. L. MORRISON CO.

445-447 King Street West Toronto, Ontario

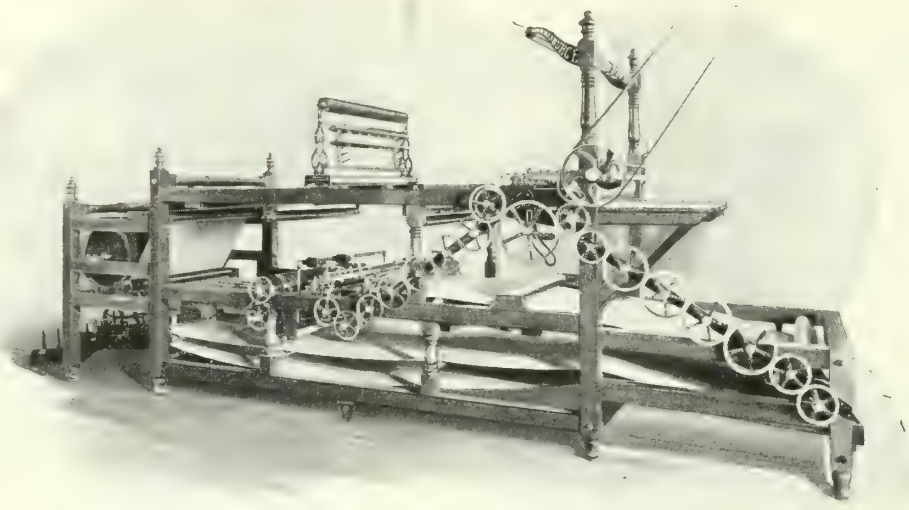
Your Envelope Department

The Only Envelope Manufacturers to the TRADE ONLY

Toronto Envelope Company

Limited

11 Brant Street - - - Toronto



THIS Company has always been fully alive to the requirements of the paper-ruling trade, and has spared neither pains nor expense to keep pace with them. As a result, we are prepared to furnish Paper Ruling Machines of every description, from those designed to do the simplest faint-line ruling to those designed to rule the most complicated patterns at one feeding.

The above cut shows our style "C" Double-Deck Ruling Machine, which will do the most complicated striking on both sides of the paper at one feeding. It is guaranteed to do absolutely perfect work. It is imperative that blank-book manufacturers in order to compete successfully, should have one of these machines.

Used by all the leading Blank-Book Manufacturers in the United States

The W. O. HICKOK MFG. CO.

HARRISBURG, PA., U. S. A.

ESTABLISHED 1844 INCORPORATED 1886



The Big "FOUR"

OF TORONTO

The Globe *The Daily Star*
The Mail and Empire *The Evening Telegram*

ARE ALL USERS OF

CANADA METALS



Imperial Linotype
Imperial Intertype
Imperial Monotype
Imperial Stereotype

Nine out of every ten newspapers in Canada use the "Imperial" line.

CANADA METAL CO. LTD.
Montreal TORONTO Winnipeg
Hamilton Vancouver

ANNOUNCEMENT

Westman & Baker, Limited

taken over and now being operated by

Manton Bros.

WE WISH to announce to the printers and publishers of Canada that we have taken over the entire plant and business of Westman & Baker, Limited, Toronto. Westman & Baker has been an outstanding name in the printing trade of this country for 35 years. The amalgamation of this old-established concern with our own large and expanding business will place us in a position to offer greatly improved service—enlarging our connections, increasing our equipment for manufacturing and repair work, and adding to our facilities to serve the trade in every respect.

Dealers and users of W. & B. equipment will be able to secure service as usual in respect to machinery parts. In fact the business formerly conducted by Westman & Baker will be continued under the new arrangement without interruption.

MANTON BROS.

Manufacturers and Distributors of

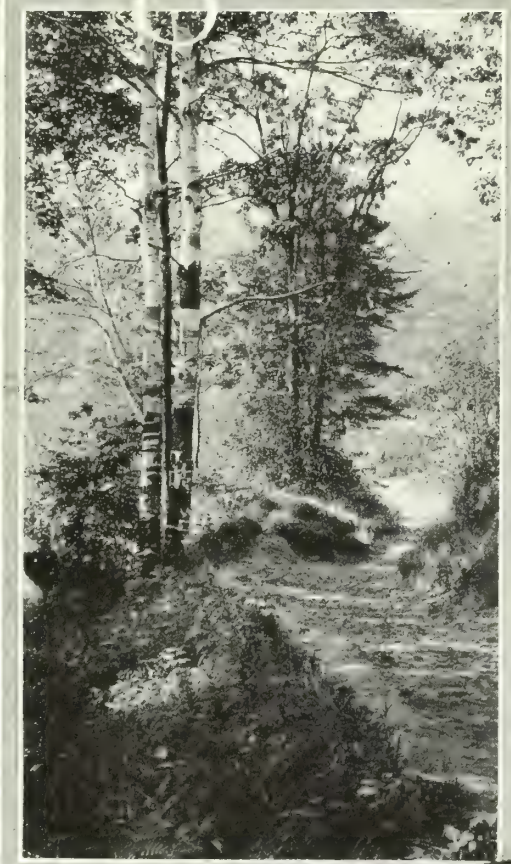
Printing and Lithographing Machinery

Complete Printing Office Equipment

TORONTO WINNIPEG

LEGG BROTHERS LTD.

Engravers Since 1900





SUMMER WINTER

Fully equipped to handle the largest size engravings as well as the largest size orders Highest quality very Best Terms. Not controlled by any organization; open Shop Special Prices quoted on large orders. Will enter into yearly contracts See us before making any arrangements for your future business

ST PATRICK ST TORONTO

Colonial Bond

Selecting Paper with an eye to its fitness

Commercial Stationery—like clothing or furniture—should be chosen with equal consideration as to style, coloring and value.

The appearance of your business letter is just as important as your own personal appearance.

"COLONIAL BOND" is a superior, tub-sized, rag content stock with that finish—that appearance of quality which proclaims its fitness for many commercial purposes. It is made in white and colors by The Rolland Paper Company, Limited, Montreal, makers also of "Superfine Linen Record," "Earnscliffe Linen Bond," "Empire Linen Bond" and "Mount Royal Bond."

Your enquiry brings a sample by return mail

The "R Shield" Watermark

AN UNPRECEDE

SOME RECENT HOE ORDERS

NEWSPAPER PRESSES

NEW PLANTS

Philadelphia Public Ledger.....12 Superspeed Sextuple Machines, also 1 20-Cylinder Multi-Color Machine
New York Tribune ..... 4 Heavy Design Unit-Type Octuples

7-ROLL MACHINES

Los Angeles Times-Mirror..... 1 Heavy Design Unit-Type Machine, also 1 12-Cylinder Multi-Color Machine

DOUBLE SEXTUPLES

Hearst Publications .....10 Universal-Unit Machines

DECUPLES

Philadelphia Bulletin ..... 9 Superspeed Machines
Toronto Star ..... 2 Superspeed Machines
Baltimore Sun ..... 1 Heavy Design Unit-Type Machine

OCTUPLES

Dayton Evening News ..... 2 Superspeed Machines
Richmond News Leader ..... 2 Superspeed Machines
Atlanta Constitution ..... 1 Heavy Design Unit-Type Machine
Dayton Journal ..... 1 Straight Line Machine
New Bedford Standard ..... 1 Superspeed Machine
E. Hulton & Co., Ltd..... 1 Machine
Osaka Asahi Shimbun ..... 1 Superspeed Machine with 8 folders
Osaka Daily News ..... 1 Heavy Design 4-Unit Machine with 8 folders, also 1 Heavy Design 2-Unit Machine with 4 folders

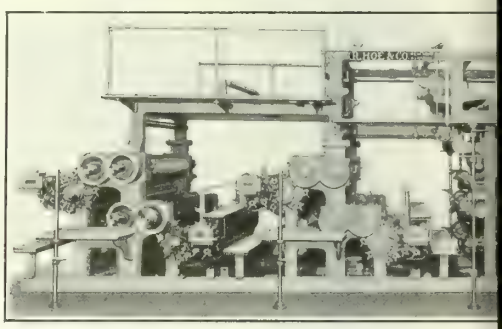
SEXTUPLES

Brooklyn Daily Eagle ..... 2 Superspeed Machines
Brooklyn Daily Times ..... 1 Heavy Design Unit-Type Machine
Asheville Citizen ..... 1 Right-Angle Machine
Hartford Courant ..... 1 X-Pattern Machine
Manchester Union-Leader ..... 1 Heavy Design Unit-Type Machine
New York Forward ..... 1 Superspeed Machine
Toronto Telegram ..... 1 Superspeed Machine
Windsor Border Cities Star..... 1 Unit-Type Machine
Excelsior, Mexico City ..... 1 Right-Angle Machine
London Daily Telegraph ..... 3 Machines

Of Or

HOE P

In spite of the general busine installed during 1921 more larg previous year in the history of conclusively that QUALITY CO ED AUTOMATIC INK PUMP these machines are equipped, ha vance made in newspaper press by R. Hoe & Co. of the Triangu



Hoe New Model Su

Equipped with the Hoe Patented Automati Impression Cylinders with Roller Bearing Unit, Extra Heavy and Rigid Construction

The Speediest a Newspaper

Hoe Presses Excel Both in Qua as in Invariable Dependability ar they are therefore the Most Econ Profitable Investment for the Pu

R. HOE

504-520 GRAND ST

827 Tribune Building, CHICAGO

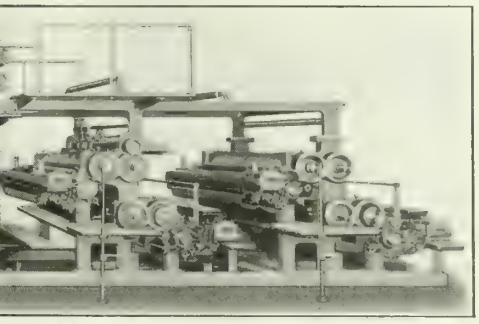
109-112 E LONDON,

NTED RECORD

ers for

RESSES

pression, R. Hoe & Co., sold and vspaper presses than in any business, thus demonstrating S and that the HOE PATENT-RIBUTION, with which most of n accepted as the greatest ad-truction since the introduction ormer Folder.



speed Octuple Press

Pump Distribution, Solid Steel Plate and dependent Vertical Shaft Drive for each ughout, for Great Speed.

Most Efficient
ess Made

and Quality of Output, as well eedom from Paper Wastage; cal to Operate and the Most er.

& CO.

ET, NEW YORK

n Road,
1, ENG.

7 Water Street,
BOSTON

SMALLER ROTARY PRESSES

The Brantford Expositor	1	40-Page Simplex Machine
Portland (Me.) Press-Herald	1	40-Page Machine
Amsterdam (De.) Telegraaf	1	4-Roll Machine
Cardiff Western Mail	1	4-Roll Machine
Cork Examiner	1	4-Roll Machine
Boston Transcript	1	Superspeed Quadruple
Tokyo Daily News	1	Heavy Design 2-Unit Machine
Carbo & Company	1	Heavy Design Unit-Type Quadruple
Cornwall Press	1	Quadruple Machine
Hobart, Tasmania, Mercury	1	Right-Angle Machine
Kentish Mercury	1	Quadruple Machine
Los Angeles Examiner	1	Quadruple Machine
Smith's Weekly, Australia	1	Heavy Design Unit-Type Quadruple
East St. Louis Daily Journal	1	Quadruple Machine
London Morning Post	1	Quadruple Machine
Meriden Journal	1	Quadruple Machine
Wilkes-Barre Sunday Independent	1	Quadruple Machine
Helena Independent	1	24-Page Machine
Dublin Irish Independent	1	3-Roll Machine
Shanghai Shun Pao	1	24-Page Machine
Danbury News	1	24-Page Simplex Machine
Westchester (Pa.) News	1	24-Page Simplex Machine
Fall River Independent	1	20-Page Machine
Glasgow Herald	1	2-Roll Machine
North-Eastern Gazette	1	2-Roll Machine
Grand Island Independent	1	16-Page Machine
Szabadsag Printing Co.	1	16-Page Simplex Machine
South Wales Argus, Ltd.	1	2-Roll Machine
New York Times	3	Octuple Decks
Rochester Democrat-Chronicle	1	Superspeed Octuple Deck
Oakland Post-Enquirer	1	Sextuple Deck
Springfield State-Register	1	Sextuple Deck
Utica Sunday Tribune	1	Quadruple Deck
Lancaster Intelligencer	1	16-Page Deck
Lawrence Eagle & Tribune	1	16-Page Deck
Mt. Vernon Argus	1	8-Page Simplex Deck
Richmond County Advance	1	8-Page Deck

MAGAZINE, INTAGLIO AND COLOR PRESSES

Curtis Publishing Company	35	32-Page Magazine Machines
Hearst Publications	7	20-Cylinder Multi-Color Machines
Hearst Publications	1	12-Cylinder Multi-Color Machine
Philadelphia Public Ledger	1	20-Cylinder Multi-Color Machine
Detroit News	1	12-Cylinder Multi-Color Machine also 1 16-Page Intaglio Machine
Los Angeles Times-Mirror	1	12-Cylinder Multi-Color Machine
London Amalgamated Press	1	4-Color Magazine Machine
Apostleship of Prayer	1	144-Page Electrotype Machine
Street & Smith	2	96-Page Presses
Lowell Courier-Citizen	1	Rotary Electrotype Machine
Farm Life Publishing Co.	1	20-Page Magazine Addition
Art Gravure Corporation	2	Intaglio Machines
Los Angeles Examiner	1	4-Unit Intaglio Press.
Bradbury-Agnew Company	1	Rotary Magazine Machine
London Punch	1	Rotary Magazine Machine
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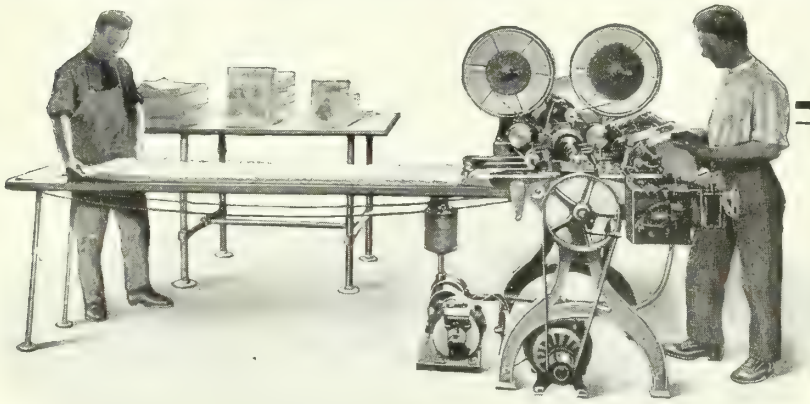
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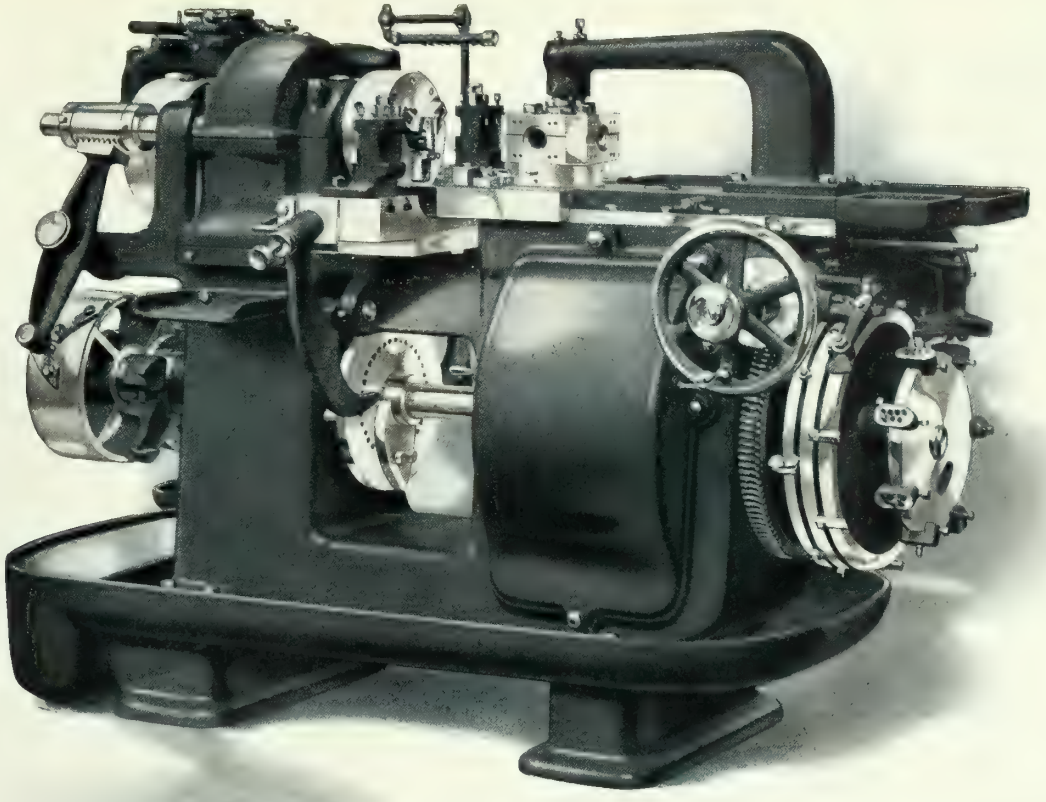
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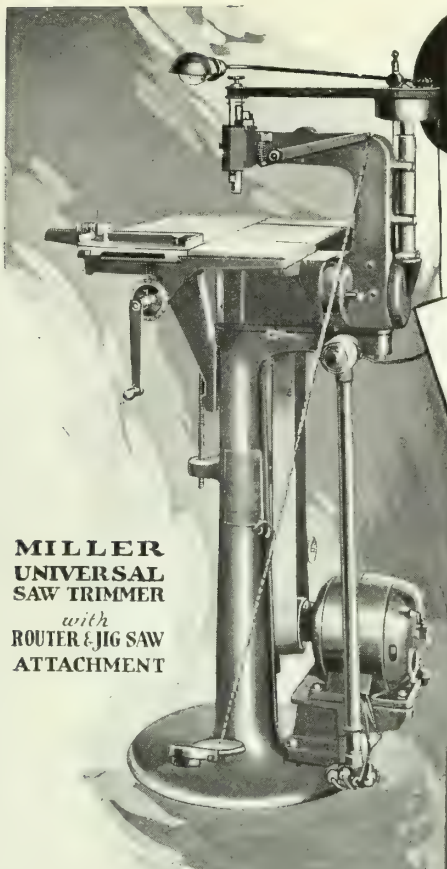
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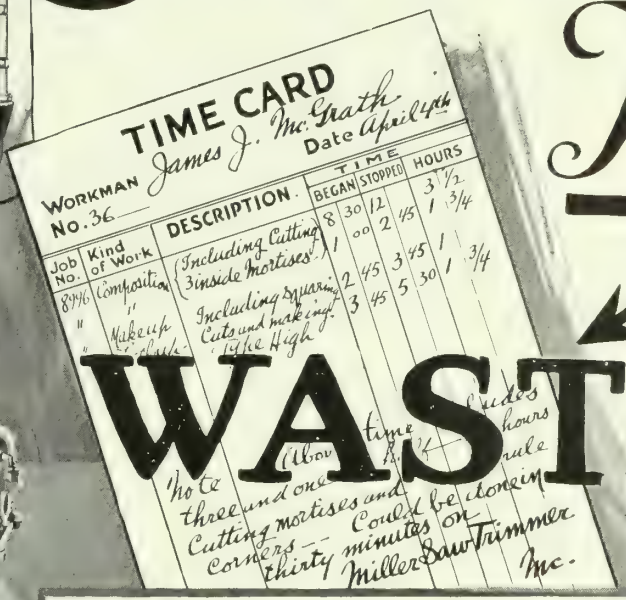
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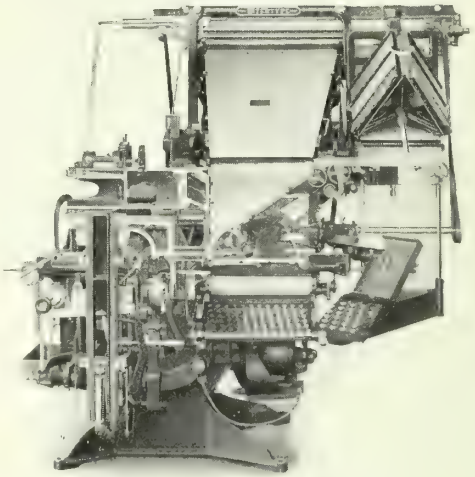
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OPINION OF A LARGE SCOTTISH USER



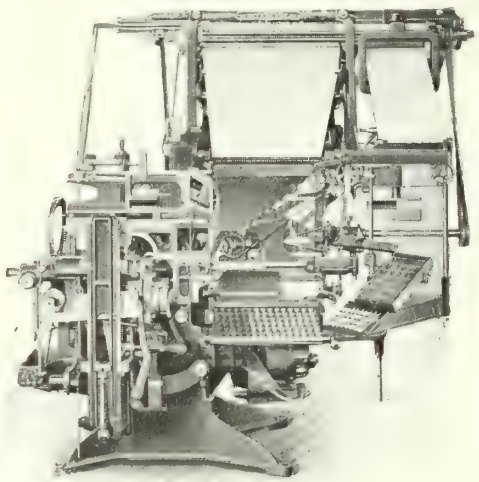
The Aberdeen Free Press
ESTABLISHED 1853

Aberdeen, 27th January, 1922.

Dear Sirs:

After the serious fire which occurred in this office in 1919, a battery of 16 Intertypes was installed; eight of these were in working order in December of that year and eight more in July, 1920. The machines are 13 Model B, one Model B S.-M., one Model C, and one Model C S.-M.

The experience of the last two years has amply confirmed the favourable opinion of the Intertype which we formed when it was first introduced into this office. Our operators all prefer it to the machine to which they were previously accustomed. It is simpler and more easily worked, the keyboard is very light to the touch, and the various changes required for a different fount or measure are very quickly and easily made. The Side Magazines have proved most useful; they enable a great variety of large type to be employed, with the result that most of the headings and display advertising work formerly done by hand is now done by the Intertype.



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For the Proprietors,
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THE CANADIAN

PRINTER & PUBLISHER

DEVOTED TO THE INTERESTS OF THE
PRINTERS AND PUBLISHERS OF CANADA

Volume XXXI. TORONTO, MAY, 1922 Number 5

Retail Price List Adopted

To Be Put Into Effect in Montreal and Toronto—Makes it Possible for Printers to Secure Their Legitimate Profit on Paper

UNITED Typothetae Members throughout Canada and Canadian printers generally will view with satisfaction the adoption of the Retail Price List in Toronto and Montreal. The Retail Price List, which is often referred to as the Long Price List, may be said to acknowledge the printer as the legitimate retailer of paper.

According to a communication furnished Printer and Publisher by W. A. Sutherland, executive secretary of the Toronto Typothetae, the commodities to be covered by the retail List, so far as Toronto is concerned, are as follows:

(a) Commercial printing papers for manufacture or re-sale.

(b) Envelopes in less than case lots.

(c) Job lots and seconds.

Lists issued by the Jobber will quote a price 25% above the net wholesale price. Retailers will be accorded a discount of 20% from the Retail List price.

Where commodities covered by above are sold direct by the wholesaler to the consumer at retail prices, and these commodities are delivered direct by the seller to the retailer to be printed, upon communication from the retailer to the wholesaler that he has received the consignment, a credit to the amount of the discount will be given to the retailer by the wholesaler.

All invoices by the Jobber should be billed to whomsoever sold, at retail prices. Invoices to retailers shall also carry the discount and the net amount of the invoice.

The Retail List makes it possible for printers to secure their legitimate profit on paper which goes into their product. This profit rightfully belongs to the printer, for when paper is printed it becomes a product of the printer, not the paper dealer. But if the printer gives this profit to his customer, he automatically puts himself in the class of the retail buyer of paper. Every detail which enters into a job of printing is entitled to a profit. No doubt during the early period of operation, matters will arise which will need adjustment. These items will be looked after by a committee appointed by both the paper dealers and the printers.

Product of the Printer

"The Retail List makes it possible for printers to secure their legitimate profit on paper which goes into their product. This profit rightfully belongs to the printer, for when paper is printed it becomes a product of the printer."

In a number of cities in the United States the Retail List has been in operation for some time, notably Detroit.

The printers and paper dealers of Detroit have been using this list most successfully for the past eight years, and recently, in a referendum vote of printers and paper merchants, reaffirmed their confidence in, and their desire for a continuation of, the Retail List.

There is no doubt but that this movement, which will be put into operation as soon as necessary arrangements can be made, will materially benefit the paper manufacturers, the paper merchant, the printer and all interests connected therewith.

Great credit is to be given to the local Retail List Committee, Messrs. D. S. Murray, J. C. Acton, Q. B. Henderson, A. L. Lewis, and J. J. Lynch, who were successful in obtaining this service for Toronto.

Adopted at Montreal

At a meeting of the Canadian Paper Trade Association at Montreal, April 27, which was attended by representatives of Montreal and Toronto printing houses, the Long Price List was conceded in respect to the city of Montreal.

The following, taken from the memorandum of agreement, indicates the extent of the Paper Dealers' concession:—

"Commodities to be covered by the Retail Price List are as follows:
(a) Commercial printing paper for manufacture or re-sale.
(b) Envelopes in less than case lots.
(c) Job lots and seconds.

"Retail Price Lists issued by the Jobbers shall quote a price 25% above the net wholesale price.

"Retailers shall be accorded a discount of 20 from the Retail Price List.

"Where commodities covered above are sold direct by the wholesaler to the consumer at retail prices, and these commodities are delivered direct by the seller to the retailer, as defined below, to be printed, upon communication from the retailer to the wholesaler that he has received the consignment, a credit in the amount of the discount will be given to the retailer by the wholesaler."

Prime movers in the movement feel safe in assuming that the other points outside of Toronto and Montreal in due time will have the satisfaction of seeing the Long Price List adopted.

Henry Upton on the Long Price List

Editor, Printer and Publisher,

Toronto, Canada.

Dear Sir:—

In the report on the proceedings of the 35th Annual Convention of the U.T.A., published in your November issue, you say:

> "Bryant W. Venable, Treasurer of the Whitaker Paper Company, assured the Typothetae that his Company, and he believed all other paper companies, were in business for just two purposes—first, to give the printers what they want, and second, to give it to them in the way they want it. Ending his address he said; 'I want to say to you, we are for whatever is the best list, and just as rapidly as you, in your individual local communities, can get together and satisfy the paper merchants that you are going to support the Long List as they have supported the Long List in Detroit, I think I can speak as well for every other paper house as the one with which I happen to be identified, and say you have the Long List.'"

If Mr. Venable, and the paper houses for whom he spoke, are in doubt as to the kind of price list the various local Typothetae want, it is not because the printers have not made their position clear. The resolution submitted at the 35th Annual Convention of the U.T.A. that—

> "In the firm belief that the universal adoption and use of the Long Price List will accomplish very definite benefits to the printing industry hereby directs its members that through their various local organizations they respectfully insist that the Long Price List be adopted in their jurisdiction"

was carried unanimously. This was followed by supplementary resolutions to a like effect being adopted in every "District" and "Local" within the organization; yet, many of the paper merchants throughout the United States and Canada are still opposed to its adoption.

Why do the printers want the Long Price List? Mainly because:—

> (1) It insures protection as against direct sales of paper by the paper merchants to consumers, and assures the printer a definite profit on the paper he handles.
>
> (2) It conforms to the principle of the Standard Cost System which, in establishing the cost of the various operations (which the printer is bound to pass on to his customer in the selling price) in that it takes into consideration not only the prime cost of the labor but also the proportion of overhead expense chargeable to each operation, the whole plus the net profit which the printer aims at making, whether that profit be ten, fifteen or twenty per cent. this being a factor which the individual printer determines for himself.
>
> (3) The psychological effect of thinking and talking of paper in terms of its real value—the value to the ultimate consumer—is absolutely essential. We do not think or talk of a pair of shoes that retail at nine dollars other than as a nine dollar article simply because the dealer from whom we buy them happened to get them from the wholesaler or manufacturer for six? Why then should we consider a ream of paper which retails at $10.00 in any other terms merely because we pay the paper merchant $8.00 net for it? How long would the paper merchant continue to buy from a mill which persisted in keeping his customers, the printers, informed as to the prices at which he buys, thereby laying bare his margin of profit on every line he handles, and upon which margin the printer (who, like the consumer, is only human) doubtless would look with covetous eye, eventually devising some scheme by which to deprive the paper merchant of his profit for his own, or possibly, his customer's benefit? If business generally were conducted along such lines the life of the retailer or distributor would become a burden, his only relief from which would be his ultimate retirement from the field. The Long Price List is merely another name for a retail price list. It is the only list to which the consumer should have access, and from it the retailer or distributor should be allowed a legitimate trade discount.

Why Nots of the Long Price List

What is the paper merchant's objection to the Retail Price List? Some months ago an unnamed member of the National Paper Trade Association undertook to supply the answer in a booklet entitled "Why Nots of the Long Price List." The only purpose thereby served, however, was to show conclusively that the writer of the article either deliberately sought to deceive his readers or else he did not know what he was talking about. The accuracy of this conclusion he virtually admitted by preserving not only his incognito but a discreet silence when the absurdity of every one of his contentions was exposed by a member of the Montreal Typothetae.

The main objection of the paper merchants to the retail list, if only they were frank enough to admit it, is that it will practically prevent them from soliciting business direct from consumers. Many of the paper houses in the United States have remedied this evil, and in several of the larger cities such as Washington, Philadelphia, New York, Boston, Baltimore, Detroit, Grand Rapids, St. Paul and Minneapolis, the Retail Price List is already an accomplished fact. In Canada, however, the question has not yet emerged from the controversial stage. The Montreal Typothetae has had a number of meetings with the Eastern Section of the Canadian Paper Trade Association. At the last of these, the spokesman for that Association, on being pressed for an explanation of his attitude said that the paper dealers feel that the present is not an opportune time to raise prices for the benefit of the printer or anyone else, inasmuch as the public are looking for reductions, not increases. Apropos of this it was pointed out that printers are not looking for any advance in the price of paper to the consumer; all they ask is that the paper dealer, in compiling his list, add to the net price now paid by the printer the printer's profit of 25 per cent. thereby combining the two elements that make up the price payable by the consumer. This list would be net to the consumer but subject to a discount of 20 per cent. to the printer whose profit would thereby be fully provided for. This unquestionably would have a tendency to stabilize prices (which we are told is the aim of both paper maker and jobber) inasmuch as every printer would have the same margin of profit instead of each regulating his own, as at present.

The Question of the Multigrapher

The attitude of the paper dealer disclosed in the incident just related is clearly the result of misapprehension as to what the advocates of the Retail Price List really want, a presumption supported by every objection raised. In connection with the multigraph user, for example, the paper dealer does not see how he can be eliminated. As a matter of fact, we do not ask for his elimination. On the contrary our code of ethics provides that the commercial multigraph shops can purchase at a discount whatever paper they require for use on their own equipment, but, very properly, are precluded from buying paper for use in catalogues, etc., which they do not print. Similarly, protection on envelopes is limited to less than case lots, in view of the competition of envelope manufacturers which the paper dealer has to meet.

The latest, and apparently the only remaining objection raised by the Montreal Paper Dealers is that if Canadian Paper Trade Association jobbers issue a list less 20 per cent. and the jobbers outside their association continue to use a net list the less enlightened printer, in comparing prices, will conclude that the retail list is higher than the net list, although in reality the same, a contingency they hesitate to face. As an alternative

proposition they suggested that the net list be continued, but with the proviso that it state in bold type that it is for the sole use of bona fide printers and allied trades, and that all others, (except certain large corporations to be enumerated in a preferred list) must pay 25 per cent. additional. The unfairness of this proposition, however, was brought home to them by the suggestion that the mills also issue a net list for general distribution bearing the legend "net to jobbers, to printers and others 25 per cent additional," thereby disclosing the paper dealer's profit on the various lines, whereupon that idea was promptly dropped.

Printers maintain that the Retail Price List is the only practical solution of the problems by which they are confronted.

Yours faithfully,

HENRY UPTON,
Chairman, Trades Matters Committee, Montreal Typothetae.

Necessity of the Marking Act

Brought to Attention of Minister of Customs by Deputation of Printers and Lithographers—Full Consideration Promised

A DEPUTATION of printers and lithographers representing practically the whole of Canada interviewed the Hon. Jacques Bureau, Minister of Customs and Excise on Tuesday, April 25th, and submitted a brief in favor of the operation of the Marking Act as affecting printed and lithographed products. Mr. Bureau received the deputation very favorably and promised to take up the matter with his colleagues in the Department at an early date.

W. S. Campbell, president Canadian Lithographers, acted as chairman of the deputation and submitted the following brief.

"The printers and lithographers of Canada beg to submit the following memorandum in favour of a Marking Act, as applied to each individual piece of printed and lithographed goods:

(1) The situation at present is that the American Printer and Lithographer has a free field in Canada while the Canadian cannot do business in United States, in that the United States customs officials rigidly enforce their regulation that matter coming from Canada be marked, "Printed in Canada." We simply wish to be put on the same basis with reference to possible American business as the American printer or lithographer is with Canadian business; and that we be given a Marking Act that indicates the printed and lithographed article.

(2) Over thirteen million dollars' worth of printed and lithographed matter of one kind and another came into Canada last year; ten million dollars of it from the United States of America, some from Japan, some from Germany. We believe it is only reasonable to expect that one-half of the ten million dollars' worth coming from the United States might just as well have been done, and have been done just as well here. It would have meant just so much more badly needed business, and there would have been something like two million dollars in wages for the employees of the industry at a time when there was very serious unemployment, and would have materially helped the situation.

(3) The marking of any piece of printed or lithographed matter is done at the time the job is printed, and there can be no increase in the cost of any article to the consumer through doing so.

(4) To prove that a marking act would be valuable to the Canadian printer, the fear of it has diverted a great deal of work both printed and lithographed, to not only Toronto and Montreal but to Winnipeg and Vancouver printers and lithographers. In some instances plants have had to be further equipped, and in others new business has been established.

(5) In presenting this brief for the commercial printing and lithographing interests of Canada, with an annual output of approximately one hundred and twenty-five million dollars, we have the enthusiastic support of the Canadian Weekly Newspaper Association, comprising some five hundred weeky newspaper publishers, with an aggregate output of job printing of approximately two million five hundred thousand dollars. They represent practically every rural and urban centre in Canada, and individually, and as a body, are vitally interested.

The Retail Merchants Association of Canada, while it objects to the Marking Act as a whole, supports us in our efforts as it applies to the printed and lithographed article."

This brief is being printed in circular form and a copy will be sent to each member of Parliament.

In Favor of the Marking Act

The editorial reference to the Marking Act by the Ottawa *Citizen* is a fair example of the manner in which several other prominent Canadian newspapers, immaterial of their political position, have treated the matter. The reference made by the *Citizen* follows:

"It has been found difficult to enforce the customs tariff amendment act which requires that foreign-made goods entering Canada must, if possible, without working injury to the goods, bear a mark proclaiming the country of their origin. In some instances it has involved expense and confusion; some goods were liable to be injured by the marking, while others could not be marked at all. The government has consequently suspended the marking order, temporarily, it is stated.

"A petition is being presented to the government, however, from the printers, lithographers and boxmakers of Canada, asking that the act be allowed to continue in operation so far as printed goods are concerned. It is maintained that there is no difficulty, nor extra expense, in the marking of the printed or lithographed article. This applies to catalogs, booklets, folders, labels, circulars, showcards, posters, stationery—in fact printing and lithographing by all processes and for all purposes.

"Over $12,500,000 worth of printing of one kind and another came into Canada last year. Some of it came from Germany, some from Japan, but most from the United States. There are very stringent marking laws in the United States. Printed goods must be plainly marked with the country of their origin. It is said to be almost impossible to send even a typewritten circular without the line on it 'Printed in Canada'.

"Of course the United States have every right to protect their home industries, as much as they think it can be done by this policy. The Canadian customs tariff amendment, last session, proposed to apply a similar law to imports into this country, and the printing interests are asking that the new law be allowed to continue in operation.

"The Dominion Government will probably realize, when the question is taken up, that there is nothing unreasonable in the request with regard to printing and lithographing. No extra cost to the Canadian consumer is incurred. There is nothing to prevent or penalize the importing of printed goods from abroad. They may be shipped in as freely as before. But the purchaser will know where the printing was done, by the mark on the goods, 'Printed in Germany,' 'Printed in United States,' or wherever they originated.

"Other things being equal, it is expected that the Canadian public will be more inclined to purchase Canadian products; but those who prefer American or British will still be free to buy where they are best suited. Under the circumstances, the government should find it possible to give the petition favorable consideration."

Canadian Pulp and Paper

From a Small Beginning This Industry Has Grown To Gigantic Proportions—An Immense Export Trade

By EDWARD BECK
Secretary, Canadian Pulp and Paper Association

DESPITE temporary setbacks, due to the universal period of liquidation through which all industries are passing, the pulp and paper industry of Canada continues to show progress and development. Ranking second in point of the amount of its invested capital, third in the value of its products, the industry occupies first place among Canada's purely manufacturing exporting industries and will long continue as one of those to which the Dominion must look for growth in its external outgoing trade. It is in its export trade figures that the history of the growth of the industry is most readily traced. In three decades—from 1891 to 1921—Canada's exports of pulp and paper have increased in value from $120 to $163,655,344. To-day over 85 per cent. of the production is exported, and indications are that this proportion will increase.

Striking as has been the increase during the last 30 years, the last decade shows also a rapid though steady progression as illustrated in the following table of exports of pulp and paper for Canadian fiscal years (April 1 to March 31) 1912 to 1921, inclusive:

Ten Years' Record of Pulp and Paper Exports

	Paper Products	Chem. Prep. Woodpulp	Mech. ground Woodpulp	Total
1912	$ 3,885,881	$ 1,587,533	$ 3,506,770	$ 8,980,184
1913	6,341,088	2,100,842	3,408,702	11,850,632
1914	12,690,549	2,923,083	3,441,741	19,055,373
1915	15,500,064	4,806,622	6,801,011	27,107,697
1916	20,042,806	4,459,539	3,575,537	28,077,877
1917	26,107,824	14,032,920	6,371,133	46,511,877
1918	37,865,330	19,133,813	6,487,079	63,486,222
1919	49,165,795	30,226,856	4,479,915	83,872,566
1920	63,253,419	32,998,500	8,383,419	104,635,338
1921	92,103 307	55,060,219	16,491,818	163,655,344

Last year these exports were distributed approximately as follows: United Kingdom 7.2 per cent; United States 79.5 per cent.; other countries 13.3 per cent.

While the above figures include paper of all kinds and woodpulp, the largest development has had to do with the production of newsprint paper, which is used in the publication of newspapers and in other ways.

There are fifteen newsprint mills in operation in Canada at present, with a total daily capacity of 3,412 tons or just over 1,000,000 tons a year. When it is considered that United States mills, in 1920, produced a total of nearly 1,511,000 tons, an idea may be formed as to the growing importance of this branch of the industry to Canada.

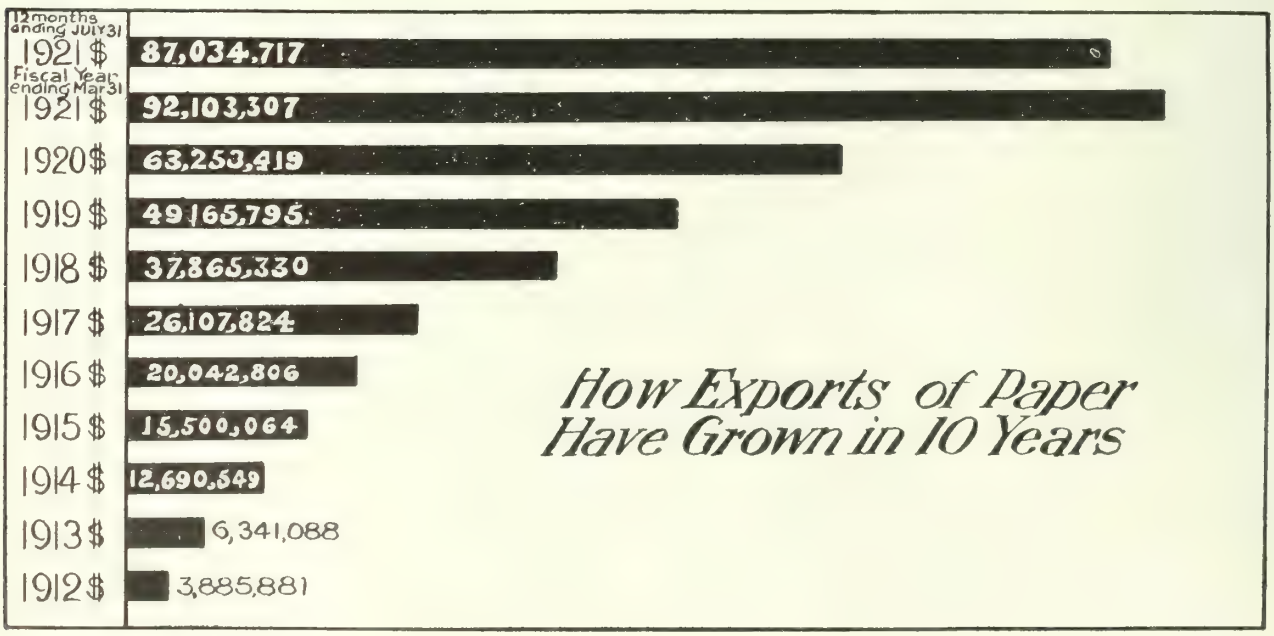
Of the daily capacity of 3,412 tons, 525 tons (or 157,500 tons annually) represent the product of new machines installed during the last year. During 1922 when extensions now in progress, are completed, the daily capacity will be further increased by 240 tons, making the total yearly capacity of Canadian newsprint mills in 1922, 1,095,600 tons.

The largest market for Canadian newsprint is the United States. Owing to growing scarcity and increased demand in that country the U. S. Government in 1911 removed the duty on all paper valued at 5 cents per pound or less (the limit has since been placed at 8 cents) and this action opened a large market to Canadian made paper.

In 1908, and the following two years, the Provinces of Ontario, Quebec and New Brunswick adopted, as a measure of self-protection, and to encourage home industry, regulations requiring that all pulpwood cut on the Crown lands of their respective Provinces must be manufactured into pulp or paper in Canada. This helped considerably to stimulate the industry and resulted in bringing United States manufacturers to Canada to erect mills for the purpose of converting into pulp and paper the wood they could no longer export.

Another means of tracing the growth of the industry in Canada will be found in the successive census returns published by the Dominion Government.

In 1881 there were five mills in operation, capitalized at $92,000 employing 68 persons, with an annual production valued at $63,000. In 1891 there were 24 establishments, with a capital of $2,900,907, 1,025 employees, and production valued at $1,057,510. In 1901 there were 25 mills in operation, capitalized at $11,558,560, employing 3,301 persons and turning out products valued at $4,246,781. In 1919, the latest census figures obtainable, there were 99 mills in operation, 33 of which manufactured paper only, 39 pulp and 27



both pulp and paper. Capital employed amounted to $246,581,300, distributed among the Provinces as follows:-

Quebec $124,101,164; Ontario $95,281,040; British Columbia $32,030,063; New Brunswick $11,960,778; Nova Scotia $1,208,255. Employees numbered 25,491, exclusive of woodsmen, and salaries and wages paid amounted to $32,323,789. Production was valued at $139,925,001.

The items of production were:

PULP—	Tons	Value	
Groundwood	300,205	$ 8,976,579	
Soda fibre	3,174	297,113	
Sulphite fibre, bleached	100,132	9,425,836	
Sulphite fibre, unbleached	263,866	19,885,590	
Sulphite fibre	124,550	9,839,172	
Other products		137,798	$ 48,562,088
PAPER—	Tons	Value	
Newsprint	794,567	54,427,879	
Book and Writing	58,228	12,571,000	
Wrapping	58,697	7,979,418	
Boards	137,678	8,892,046	
Other papers	40,065	3,882,500	
All other products		3,610,070	$ 91,362,913
TOTAL			$139,925,001

The number of mills operating in Canada to-day exceeds one hundred. Authentic estimates of the capital invested place the amount at between three hundred and three hundred and fifty million dollars.

Advance in Methods and Machines

A big advance has been made in paper mill machinery as well as in manufacturing methods since the early days. In 1858 the height of efficiency in papermaking was thought to have been reached when a machine was installed at Georgetown, Ont., capable of running at the rate of 100 feet a minute. To-day the machines run at the rate of 600 to 1,000 feet a minute. Two of the new machines installed last year by the Abitibi Power and Paper company at Iroquois Falls, for the manufacture of newsprint, are the largest in the world. They are 232 inches wide and each is capable of turning out a sheet of newsprint paper over 18 feet wide and about 200 miles long every working day, or approximately 85 tons. Two new 166-inch machines in the Laurentide mill at Grand Mere turn out newsprint paper at a speed of over 1,000 feet a minute. They are generally regarded as being the last word in newsprint machines and were made in Canada.

In the early days rags were principally used in the making of paper. Woodpulp is said to have been first used by the papermakers of Europe and America, about the year 1860, but it was not until some time later that its use had become commercially successful. Finally after numerous experiments the chemist discovered that spruce and balsam were most suitable for the production of ideal cheap paper. This discovery led to Canada's predominance as a paper-producing country.

Many estimates, more or less authentic, have been made of Canada's pulpwood resources. The latest and probably the most reliable, gives a total of actually available spruce and balsam, after making all necessary reductions, of, roughly speaking, 306,000,000 cords of wood in Quebec, New Brunswick, Ontario, and Nova Scotia, with a possible addition of some 38,000,000 cords in the case of Ontario, dependent upon railroad development to make it available. Divided by provinces this estimate gives:-

Quebec	155,000,000 cords
New Brunswick	26,000,000 cords
Ontario	100,000,000 cords
Nova Scotia	25,000,000 cords
Total	306,000,000 cords

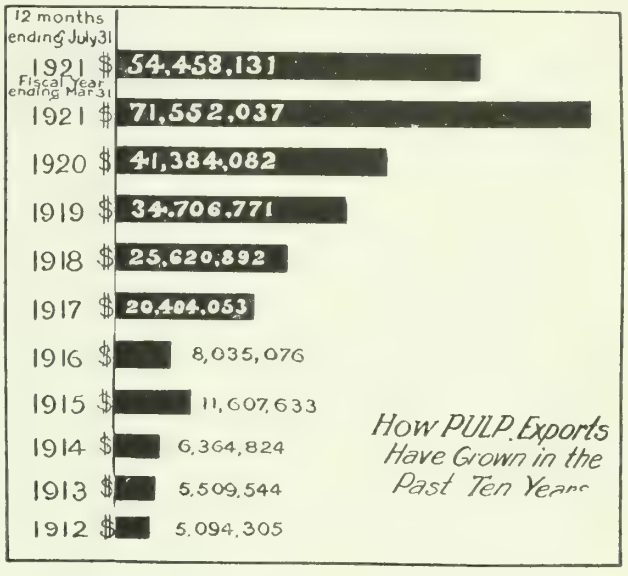
The same authority estimates Western Canada's pulpwood supplies at 340,000,000 cords; 255,000,000 in British Columbia and 85,000,000 cords in the Prairie Provinces.

This gives a grand total of 646,000,000 cords of more or less commercially obtainable pulpwood in the Dominion.

The present consumption of pulpwood is approximately two and one half million cords per year and an additional million cords are exported. As the consumption increases it is realized that the supply is not inexhaustible and some of the Provinces, as well as several of the manufacturers, are wisely engaged in extensive afforestation operations with a view to ensuring a permanent supply of wood.

Economical Water Power Essential

Next to an adequate supply of accessible pulpwood the industry depends, for its successful operation, upon the possession of suitable water powers, commercially available and capable of economic development. Fortunately, Canada is richly endowed in this respect, having the second largest hydraulic resources of any country in the world. It is estimated that our water power is roughly seventeen million horsepower, of which only about two million h. p. is developed. Eliminating five million h. p. located in inaccessible places or existing in small units, there remains approximately ten



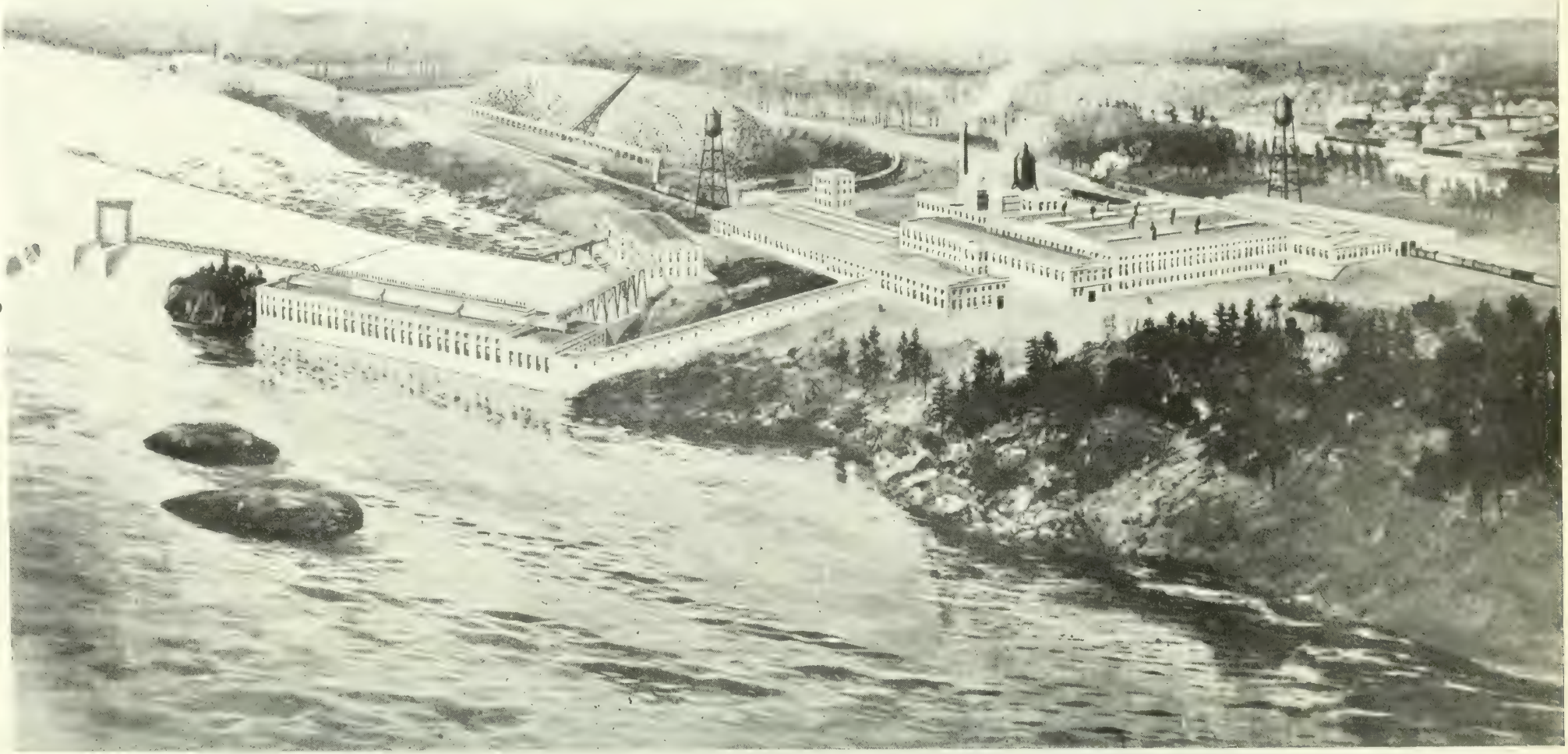
million h. p. yet capable of development. Of the present total water wheel and turbine power developed, 473,265 h. p. are used to operate pulp and paper mills.

When the picture is drawn of the current year's pulp and paper production and exports it will, probably for the first time, show a backward trend. This, however, is clearly a temporary condition. The industry must of necessity prosper or decline according as business in general shows inflation or deflation. The fall of 1919 witnessed a tremendous boom in advertising which kept up well into 1920 but in the latter part of that year, due to the general depression in business, the falling off was noticeable and has continued largely up to the present. There is no feeling of pessimism, on the contrary, confidence that the danger point has been passed is apparent. New uses are constantly being discovered to which paper may be put; the mills are, wherever possible, increasing the efficiency of their machinery and reducing operating costs, and as business in general gradually emerges from its present depression, the Canadian manufacturer of pulp and paper, with his plentiful supply of pulpwood and water power, has nothing to fear for the future of the industry either from foreign competition or other causes.

Increase in Circulation

A Canadian advertisers' annual, just issued, states that the circulation of all Canadian daily newspapers combined now amounts to 1,774,519 copies, an increase of 15,000 over last year. Canadian daily newspaper circulation has for many years kept pace with the growth in population, although during the war years, suspensions and amalgamations reduced the gross total. The publishing business in Canada, as in the United States, appears now to have definitely turned the corner once more and to be on the up grade.

Spruce, balsam, fir, hemlock, jack pine, tamarack, poplar and basswood are used in the manufacture of pulp.



ABITIBI POWER AND PAPER COMPANY, IROQUOIS FALLS, ONTARIO

A TYPICAL CANADIAN PAPER MILL illustrating the process of turning logs into paper; on the extreme left are the falls supplying the motive power, electricity. The wood is taken from the water and either stacked in the wood pile shown on side of river or sent to pulp mill, after which it is pumped through the runway to the paper mill on the right. It will be seen that to facilitate handling the railroad tracks run into the mill itself. In the background may be seen the homes of those employed in the mill and which form the townsite. In many cases the mill is the only industry in the town.

Chinese Made First Sheet of Paper

Sketch of Progress of Paper Making Industry—First Mill in Canada in 1803—How Paper is Made

By ROBERT I. FINDLAY

OF ALL the things that have come to us from the Orient, none has equalled paper in importance or value. The Chinese, who made the first sheet of paper by covering a lattice of willow switches with the wet fibres of silk, started an industry that has been the foundation of civilization ever since. Without paper there would be very little communication of thought between individuals and between nations, except by word of mouth. The medium of education since the commencement of the Christian era has been paper, and without it, or a substitute for it, the world would cease to progress.

Centuries ago, while Europe was a seething cauldron of war and many of the rulers of the contentious nations were unable even to sign their own names, the peaceful inhabitants of China were manufacturing paper from vegetable fibres and rags, and the emperor of this comparatively highly civilized oriental race was the proud possessor of a library containing more than fifty thousand books. As early as the sixth century the Chinese made a good quality of paper from the mixed pulp of various fibres and rags and gave this paper a smooth writing surface by either coating it with gypsum or sizing it with starch or gelatin procured by boiling lichens or other plants. Only a little while later the Arabs gathered a knowledge of paper manufacture from the Chinese and by 900 A.D. the Mohammedan people had become leaders in the art. Two centuries later the paper was made by the Moors in Spain, after which the industry was introduced into France and into Germany.

England and Holland, though destined to become great paper-manufacturing nations, were slow in taking hold and developing the art. The total production of paper in England at the end of the seventeenth century had not reached a yearly total that would now be sufficient to print a single Sunday edition of one of our big dailies.

Canada's First Paper Mill

From the records that are available at the present time, it would appear that the credit for the first paper mill in Canada belongs to what was known as Lower Canada, Bouchette's "Topography of Canada" stating that Canada's first paper mill was established at St. Andrew, Que., in 1803. It was, from all accounts, started by a party of Americans who obtained concessions from the seigneurs. The second mill in Lower Canada appears to have been established at Bedford Basin, near Halifax, in 1818, by R. A. Holland, publisher of the Halifax Record.

In 1825, in a little village known as Crook's Hollow, was erected the first paper mill in what was then Upper Canada. This was a small building of about 30x40 feet in which paper was made by hand, and to Mr. Crooks belongs the distinction of having earned a bounty of $100 offered by the Government for the first sheet of paper manufactured in Upper Canada.

Simultaneously, on the banks of the Don River, a few miles from Toronto, John Eastwood and Colin Skinner had entered the lists in an attempt to gain the bounty. They succeeded in producing paper only a few days after James Crooks, so close in fact, that the Government rewarded their efforts by remitting the duty on the paper-making appliances which they had to import from the United States.

The subsequent history of the pioneer efforts is not recorded. Little development appears to have taken place until 1840, when the Brothers Taylor erected a mill in the same neighborhood on the Don River. This was expanded by the addition of a second mill two miles above the first, and later by a third. These mills manufactured manilla, news and felt paper respectively. Only one of them is in existence to-day, which is the flourishing property known as the Don Valley Paper Mills.

Coming now to the third mill in Upper Canada, it is of interest to find that its erection in 1853 is connected with the entry of the Barber family into the paper industry, a connection which has lasted for over half a century. This mill is standing in the same spot to-day, and is the Georgetown mill owned by the Provincial Paper Mills, Limited. This was expanded in 1858 by the addition of a second machine, and of this machine, a story is told that James Barber, who had charge of the paper-making end of the business, was informed that the new machine was running 100 feet a minute. He was so astonished that he would not be convinced until he had timed it with his watch. It does not need much imagination to picture the growth of the industry when one considers the speed of modern machines to be from 600 to 1000 feet a minute.

Established in 1857, ten years before Confederation, the Riordon Pulp and Paper Company, Limited, forms an interesting chapter in the history of paper-making Canada. It was in this year that John Riordon commenced business in Brantford, Ontario, as a trader in paper. In 1863 he took his brother Charles into partnership when they commenced the making of wrapping paper at Lock 5, on the old Welland Canal, at St. Catharines, Ontario. The mill capacity at that time was 1½ tons per day. In 1867 they built what was at the time regarded as one of the finest paper mills in America, at Levels 16, 17, 18, 19, 20 of the Old Welland Canal at Merriton, a mill which had a capacity of ten tons per day of news and wrapping paper.

In the early '70's the Riordons were among the first on this continent to undertake the making of groundwood pulp, straw pulp and rags forming the raw material for newsprint paper prior to that time. In 1885 John Riordon died, and his son, J. G. Riordon, succeeded in his interests. It was at this time that Charles Riordon became the active head of the company. In 1887, Charles Riordon, in conjunction with the later Governor Russell of Massachusetts, brought the sulphite pulp process to America under patents of de Kelner, of Vienna. The company built a sulphite mill of 30 tons capacity at Merriton, which is still in operation.

Turning again to Lower Canada, it is found that the next paper mill was built at Portneuf, followed by one at Valleyfield, owned by Messrs. W. and T. Miller, who afterwards sold to the late Alexander Buntin. Mr. Buntin built extensive additions to the original mill, including the installation of the first wood-grinding machine on the North American continent.

In 1859 the firm of Angus Logan and Company was founded in Montreal, and shortly after this, the company had in operation, a small mill on the Magog River in Sherbrooke. This consisted of two cylinder machines turning out 2½ tons a day, and employing sixty persons. In 1866 they established a mill in the village of Windsor Mills, and shortly afterwards built what is claimed to be the first pulp mill in Canada. This would appear to be correct, the census returns as late as 1871 making no mention of pulp mills.

The census returns for 1881 gave five pulp mills, with a capital investment of $92,000 employing sixty-eight people, and with an output valued at $63,000.

A statement issued by the Dominion Bureau of Statistics in 1919, shows that during the year 1918 there were in operation in Canada 101 Mills producing pulp and paper, 37 of which were in Ontario, 45 in Quebec, 7 in Nova Scotia, 6 in New Brunswick and 6 in British Columbia.

The development of the paper industry in Canada may be traced to the rapid development of railways, and telegraphs, to the spread of education, exciting events on this continent such as the civil war in the United States, all of which combined to create an enormous demand for news, and led to the establishment of many newspapers. The growth of literary taste and the increase in population led to the development of book publishing in Canada. The number of Canadian newspapers of all classes increased from 644 in 1885 to 1,251 in 1900 and to 1,416 in 1920, the daily newspapers from 120 in 1895 to 134 in 1920, with a circulation aggregating greatly in advance of the increase in the numbers.

Demand for Paper Increases.

The growth in population in Canada is shown by the fact that in 1871, there were 3,600,000 people, while in 1915 it is

estimated that there were 8,136,000, a great number of whom being spread over a wide area of the territory has created a gigantic volume of mail order business, utilizing tremendous amounts of wrapping paper, and book paper for advertising, and catalogue purposes. Similar development took place in other parts of the world leading to a very enlarged demand for paper of all kinds, with which the paper-makers found it impossible to cope. Rags, cotton waste, straw, Esparto grass, and all the other articles tried and used were not sufficient.

Out of the necessity of the time came a development of the chemical processes by which a good and cheap paper was evolved, but in the early attempts it was difficult to find the proper wood. Pine and poplar were tried, but without great success. The world was ransacked for wood other than these kinds, and finally the chemist discovered that spruce and balsam were most suitable for the production of the ideal cheap paper.

The land of the spruce tree is Canada. In accordance with the great law of the vegetable kingdom that plants and trees obtain their greatest excellence along the northern limit of their growth, the spruce of Canada was naturally enough believed to be the best. Experiments proved that belief to be sound. While Canada may not have unlimited supplies of pulpwood there is no doubt that with proper methods of conservation, reforestation, the store may be preserved as a heritage to those who will come after us.

In humorous vein the absolute dependency of the human race on "the Scrap of Paper" may be summed up as follows:

A Paperless Day

NO PAPER TO-DAY?
Is that what they say?
No checks, drafts nor notes-
No bills, blanks nor votes.
No letters from folks.
No need for dictation-
No bond in the nation.
No paper containers,
No legal retainers,
No paper men fawn.
No waste baskets yawn!
No parcels wrapped up,
No "scraps" for the pup!
No blotters to flout,
No dolls to clip out,
No crisp breakfast flakes,
No parchment wrapped steaks!
No wrappers for bread,
No books to be read,
No files to search through,
Why, there's nothing to do!

How Paper is Manufactured

The first step in the process of converting a standing tree into a sheet of white paper takes place in the forest, it may be 200 miles or more distant from the paper-mill proper. The tree is cut down and in time—it may be a year or longer—it finds its way to the storage yards at the mill. The logs are usually floated down to the mill on nearby streams; where streams are not available they are carried by rail.

The first step in the process of converting the wood into paper after the lots have arrived at the mill is that of removing the bark. This is accomplished by one of two types of machines. The first type is called the tumbler. It consists of a large cylindrical drum. Into this drum the logs, in 2-foot lengths, together with a suitable quantity of water, are introduced. The drum is then caused to revolve, and the friction of the logs against the side of the drum and against one another removes the bark. The second type is called a barker, or rosser, and consists of a heavy iron disk, provided usually with three knives fixed to its surface and projecting about half an inch from it. The disk is rotated rapidly and when the logs are pressed against its surface the bark is shaved off by the knives.

After being barked the pieces of wood are converted either into "mechanical " pulp or into "chemical" pulp. The former is not suitable alone for paper-making because it contains only about 55 per cent. of cellulose, which is the essential ingredient of the finished paper, and the fibres are too short and stiff to felt or interlace together properly; hence it is mixed with a certain quantity of chemical pulp which is pure cellulose with fibres of greater length.

Mechanical pulp or ground wood is produced by applying the pieces of wood by hydraulic pressure to the face of a large grindstone, usually about 54 inches in diameter and 27 inches thick. This grindstone rotates at a high rate of speed within a casing, which is provided with pockets into which the pieces of wood are introduced and pressed against the stone. The wood grinders are operated almost exclusively by water power, but are sometimes propelled by electricity.

The ground wood comes from the grinders in the form of slush, which is then screened in order to remove the coarser particles. In the older mills this screening is done in small troughs with fine screen plates in the bottom. Rotary screening is now coming into general use. The slush is run into a revolving cylinder with screen plates in its surface. The centrifugal force throws the finer particles of slush through these screens.

After the slush has been screened it is ready to be used for paper-making. Where the ground wood mill is a part of the paper mill, or not too far distant from the paper mill, the ground wood slush is piped in without converting into pulp. Where is necessary to ship the ground wood by rail it is compressed until from 30 to 50 per cent. of the water is squeezed out.

The Sulphite Process

Spruce wood, in addition to cellulose, contains a considerable amount of non-fibrous material, which is dissolved and separated from the cellulose by cooking the wood under pressure, with a solution of bisulphite of lime. This is known as the sulphite process. The wood is first chipped up into small pieces by a machine which consists of a massive iron or steel disk about 84 inches in diameter, with two or three steel knives projecting from the surface of this disk and radiating from the centre. This disk is caused to revolve rapidly, and the logs are applied to the surface of the disk, usually at an angle of 45 degrees. The knives then chip off flakes of wood from the end of the log at that angle.

There are two methods of preparing bisulphite of lime for use in the sulphite process, designated respectively the "tower" system and the "tank" system. In the tower system, which is in most general use, sulphur is burned in specially constructed ovens with a limited amount of air, so as to form sulphur dioxide gas. This is run out through pipes, which enter into a tank of water to cool the gas and then into tall towers, usually of wood, with a lining of lead. These towers may be considerably over 100 feet in height and from 5 to 10 or more feet in diameter. The towers are filled with blocks of limestone and a continuous stream of water is introduced from the top of the tower. As the gas passes upwards through the limestone it enters into combination with the heater and lime, so that the liquid flowing out at the bottom of the tower is a solution of bisulphite of lime.

In the tank system, otherwise called the "milk of-lime" system, water and lime are mixed in a large vat, and the sulphur dioxide gas is forced into the mixture to form bisulphite of lime. The process varies in detail, of course, from plant to plant. An amount of sulphur approximating from 250 to 300 pounds is required in the production of a ton of air-dry pulp.

The chemical process of making sulphite is conducted in large boilers, commonly called "digesters." These may be of varying type, but the one in almost universal use is a tall cylindrical vessel, sometimes being of sufficient size to produce from 11 to 16½ net tons of pulp. The digesters are constructed of boiler plate and are lined with acid-resisting brick or tile set

in acid-proof mortar. This, of course, is to prevent the acid developed in the process from corroding the metal of which the digester is constructed, but has also the further advantage of effecting a considerable saving in steam, because of the fact that this lining acts as a heat insulator. The digesters taper to a a cone at the top and bottom ends.

The process of cooking varies considerably in different plants. In general, after the chips of wood and the bisulphite of lime have been introduced, the manhole is closed, and steam is gradually forced in at the bottom. This is continued until the steam pressure reaches about 80 pounds and the temperature about 365 degrees. The process of cooking is continued about eight hours. At the end of the cooking process the outlet at the bottom of the digester is opened, and the steam pressure quickly forces the material out into a large bin with a screen bottom, through which the liquid drains off. At this point the pulp usually is washed for about three hours by means of water delivered at the top of the bin. The ligneous and resinous portions of the wood, being in solution, to a great extent are washed away. Spruce-wood pulp obtained in this manner contains about 88 per cent. of cellulose, while untreated spruce wood contains only about 55 per cent.

Following this the chemical pulp is screened to remove coarse fibres, knots, slivers, and the like, in much the same manner as the mechanical pulp.

Converting Pulp Into Paper

The paper-making process proper begins in the "beaters," where the various component substances of the finished product are mixed.

The beaters are large receptacles of various types, the important common characteristic of which is a cylindrical roll fitted with steel or bronze blades, which revolves over a stationary concave bedplate equipped with similar blades. The pulp is caused to circulate in the vat so that all of it will pass under this roll about an equal number of times. At the beginning of the operation the roll is raised slightly above the bedplate and then gradually lowered as the operation is continued, until the fibres have been sufficiently torn apart, and the various ingredients have been thoroughly mixed.

In the case of newsprint paper the proportion of mechanical to chemical pulp varies according to the quality of the paper desired, type of machines, etc. On the average about 80 per cent of mechanical pulp is mixed with about 20 per cent. of chemical pulp. Various other ingredients are also introduced, such as talc or china clay which is used as a filler to render the pap more opaque, and to give it a smoother surface, and liquid rosin, which is used to "size" the paper so that the printing ink will not be absorbed and thus cause the impressions to become blurred. Red and blue aniline dyes are added, when obtainable, to make the paper white. Alum is also added to precipitate the rosin and the coloring matter upon the fibres.

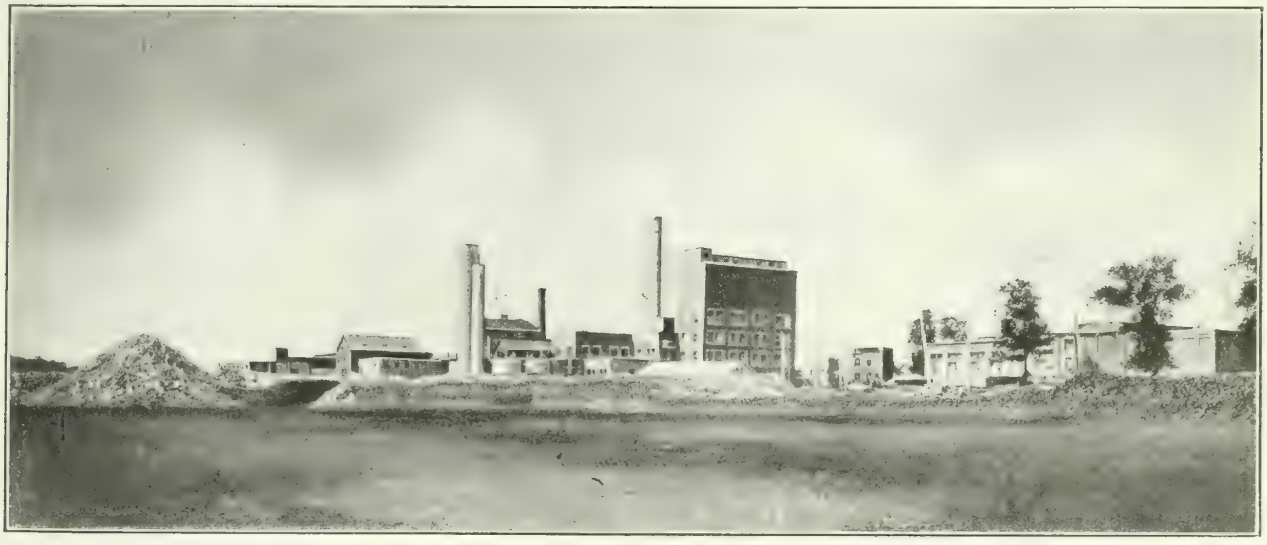
After the beating process has been completed, the pulp, very much diluted with water, is run into a so-called stuff chest, in which it is kept in constant motion to prevent the pulp from settling to the bottom. From this chest the pulp or slush passes through a strainer and into a long narrow box placed at the head of, and across the full width of, the paper machine. Thence it overflows onto a wire screen belt consisting of fine copper wires, woven with 60 or 70 meshes to the inch. The length of this screen is often 75 feet and the width 150 or more inches. This belt moves forward on a series of rolls, and also has a lateral shaking motion. The pulp settles down upon this screen in the form of a wet sheet, much of the water draining through the mesh of the screen. Toward the farther end of the screen it passes over several vacuum boxes, which cause still more moisture to be sucked out through the screen. The speed at which the screen is run is as high, in some cases, as 680 feet per minute.

At the end of the screen the sheet passes between two rolls, called the couch rolls, the upper one of which is covered with a felt jacket. From the screen belt the sheet runs on to a woolen felt. Thence it passes between a series of so-called press rolls, the purpose of which is to squeeze out further quantities of water. Finally, the sheet is run over several large hollow case iron cylinders 4 to 5 feet in diameter, heated internally by steam. These rolls dry the paper thoroughly. The sheet then passes through the calender rolls, which polish the surface, and is wound upon a roll. The rolls of paper later are removed and rewound upon cores, the paper being trimmed and cut to the proper width at the same time. They are then removed to the finishing room, where they are wound with heavy wrapping paper to protect them in shipment, and from there are shipped to the newspaper establishments ready for the printing press.

Huge Pulp Contract Closed

What is considered the largest pulp contract ever negotiated in this country has reached its final stages and negotiations have been closed. The contract is between Sir Frederick Becker, of London, and the Saguenay Pulp and Power Company Limited. Sir Frederick in signing the contract, represents what is known as the Ludgate Syndicate, composed of between twenty and twenty-five consumers of mechanical and sulphite pulp in England, France and Belgium.

A rough calculation makes the contract worth between $70,000,000 and $75,000,000. It will extend for 10 years and calls for production by the Saguenay Pulp and Power Company of 500 tons of mechanical pulp and 250 tons of sulphite pulp per day. This production is automatically sold, by the terms of the contract, on a basis of cost plus $10 per ton for mechanical pulp and cost plus $15 per ton for sulphite pulp. The value of the mechanical pulp over the term of the contract will be roughly $52,000,000 and of the sulphite pulp $22,000,000.



TEMISKAMING PULP AND PAPER COMPANY, CORNWALL DIVISION, HOWARD SMITH PAPER MILLS

Paper Costs in Job Printing

Big Loss Occurs Through Mistakes in Figuring—You Can Avoid Errors by Following the Scheme Here Presented

By R. T. PORTE

IF THE printers of the world had all the money they have lost during the past year through mistakes in figuring the quantity or weight of paper, they would have sufficient to support a national printers' organization in very fine style indeed. The principal reason for this big loss is the obsolete way in which the weights of paper are given. When the paper-mills changed to substance numbers, why in the name of all right trade practices they did not change the basic weights to the 1,000 quantity instead of continuing with the 500 quantity I have not yet been able to figure out. It would have saved endless figuring and made things much more simple for themselves, and it would also mean a saving of thousands of dollars for the printer in the course of a year. The estimator does not live who has not figured only half of the stock required for a job simply because he forgot that the weight was by reams instead of by the 1,000 sheets—not if he tells the truth; all have done it.

With the present prices of paper it behooves the printer to

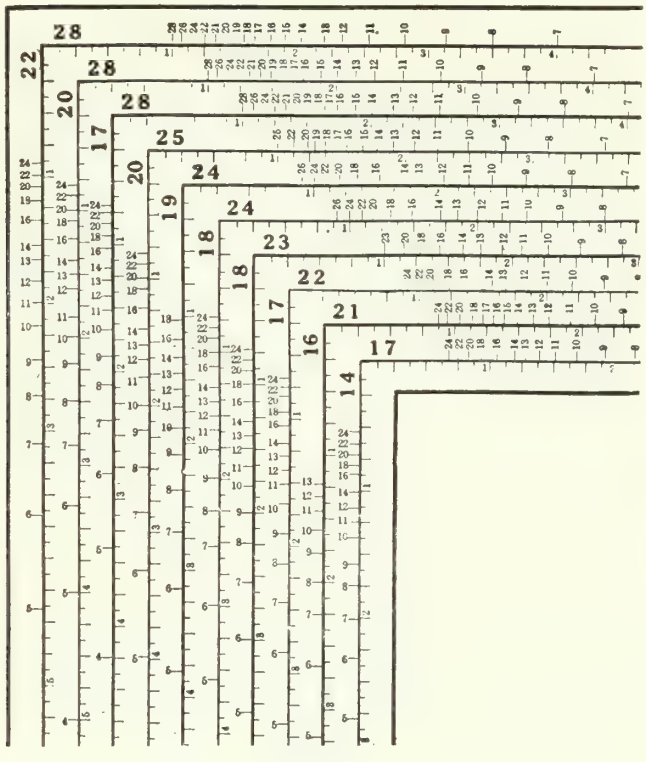


Fig. 1

be more careful than ever in figuring the cost of the paper that goes into a job, especially in odd quantities. There is one very sure and positive way in which paper may be figured in order to secure the correct number of pounds required. But first, the estimator must find out how many sheets are required for the job.

Instead of measuring the size of the sheet, it is better to use a scale having the various stock sizes of sheets marked on it, and a diagram showing how many can be cut from the different sizes. Such a scale is too large to be reproduced in full here, but enough is shown to illustrate how it can be used (Fig. 1). Some of the paper-houses issue scales of this character as advertisements, and it would be a good thing if more of them did so. They are great time-savers and mistake preventers.

Having found the number of pieces of the required size that can be cut from the full sheet, the next thing to do is to find the number of full sheets necessary for the job. Instead of using pencil and paper and dividing the quantity called for on the job by the number of pieces that will cut out of a sheet, or some similar method, why not use an accurate scale which will give

	500	1000	1500	2000	2500	3000	3500	4000	4500	5000
1	500	1000	1500	2000	2500	3000	3500	4000	4500	5000
2	250	500	750	1000	1250	1500	1750	2000	2250	2500
3	167	334	500	667	834	1000	1167	1334	1500	1667
4	125	250	375	500	625	750	875	1000	1125	1250
5	100	200	300	400	500	600	700	800	900	1000
6	84	167	250	334	417	500	584	667	750	834
7	72	143	215	286	358	429	500	572	643	715
8	63	125	188	250	313	375	438	500	563	625
9	56	112	167	223	278	334	389	445	500	556
10	50	100	150	200	250	300	350	400	450	500
11	46	91	137	182	228	273	319	364	410	455
12	42	84	126	168	209	250	292	334	375	417
13	39	77	116	154	193	231	270	308	347	385
14	36	72	108	144	179	215	250	286	322	358
15	34	67	100	134	167	200	234	267	300	334
16	32	63	94	125	157	188	219	250	282	313
17	30	59	89	118	148	177	206	236	265	295
18	28	56	84	112	139	167	195	223	250	279
19	27	53	79	106	132	158	185	211	237	264
20	25	50	75	100	125	150	175	200	225	250
21	24	48	72	96	120	143	167	191	215	239
22	23	46	69	91	114	137	160	182	205	228
23	22	44	66	87	109	131	153	174	196	218
24	21	42	63	84	105	125	146	167	188	209
25	20	40	60	80	100	120	140	160	180	200
26	20	39	58	77	97	116	135	154	174	193
27	19	38	56	75	93	112	130	149	167	186
28	18	36	54	72	90	108	125	143	161	179
29	18	35	52	70	87	104	121	138	156	173
30	17	34	51	67	84	100	117	134	150	167
31	17	33	49	65	81	97	113	130	146	162
32	16	32	47	63	79	94	110	125	141	157
33	16	31	46	61	76	91	107	122	137	152
34	15	30	45	59	74	89	103	118	133	148
35	15	29	43	58	72	86	100	115	129	143
36	14	28	42	56	70	84	98	112	125	139
37	14	28	41	55	68	82	95	109	122	136
38	14	27	40	53	66	79	93	105	119	132
39	13	26	39	52	65	77	90	103	116	130
40	13	25	38	50	63	75	88	100	113	125

Table No. 2 Giving the Amount of Stock Necessary for a Job.

you the result? The scale given here (Table No 2) shows exactly how many sheets of paper are necessary, and by using decimals almost any quantity can be figured.

For example, suppose the job calls for 4,000 pieces which will cut twenty-three out of a sheet. To figure this out with pencil and paper requires some few minutes, but by referring to the scale the amount is found immediately—it will require 174 sheets to do the job. Why worry with all the figuring

	First Color.	Each Extra Color.	Binding.
250 or less	10%	5%	5%
500 or less	6	4	4
1,000 or less	5	2½	2½
5,000 or less	4	2½	2
10,000 or less	3½	2½	2
25,000 or less	2%	2½	2
Over 25,000	2	2	2

Table No. 3 Showing Allowance for Spoilage.

when a simple scale like this will give the result? You may or you may not get the correct result by figuring, you are taking a chance; but you can bank on the scale.

BOND-PAPERS.

SIZE	SUBSTANCE NUMBER.								
	13	**16**	**20**	**24**	**28**	**32**	**36**	**40**	**44**
16 by 21	11½	14½	18	21½	25	28½	32½	36	39½
16 by 26	14½	18	22	26½	31	35½	40	44½	49
16 by 42	23	29	36	43	50	57	65	72	79
17 by 22	**13**	**16**	**20**	**24**	**28**	**32**	**36**	**40**	44
17 by 26	15½	19	23½	28½	33	38	42½	47½	52
17 by 28	**16½**	**20½**	**25½**	**30½**	**35½**	**40½**	**46**	**51**	**56**
17 by 44	26	32	40	48	56	64	72	80	88
17 by 56	33	41	51	61	71	81	92	102	112
18 by 23	14½	17½	22	26½	31	35½	40	44½	48½
18 by 46	29	35	44	53	62	71	80	89	97
19 by 24	**16**	**19½**	**24½**	**29½**	**34**	**39**	**44**	**49**	53½
19 by 26	17	21	26½	31½	37	42½	47½	53	58
19 by 28	18½	23	28½	34	40	45½	51	57	62½
19 by 30	20	24½	30½	36½	42½	49	55	61	67
19 by 48	32	39	49	59	68	78	88	98	107
20 by 28	19½	24	30	36	42	48	54	60	66
20 by 56	39	48	60	72	84	96	108	120	132
21 by 32	23	29	36	43	50	57	65	72	79
22 by 25½	19½	24	30	36	42	48	54	60	66
22 by 34	**26**	**32**	**40**	**48**	**56**	**64**	**72**	**80**	88
23 by 28	22½	27½	34½	41½	48	55	62	69	76
23 by 31	25	30½	38	45½	53½	61	68½	76	84
23 by 34	27	33½	42	50	58½	67	75½	83½	92
23 by 36	29	35	44	53	62	71	80	89	97
24 by 38	32	39	49	59	68	78	88	98	107
24 by 48	40	49½	61½	74	86	98½	111	123	135½
26 by 32	29	35½	44½	53½	62½	71	80	89	98
26 by 33	30	36½	46	55	64	73½	82½	92	101
26 by 34	30½	38	47½	56½	66	75½	85	94½	104
26 by 38	34½	42½	53	63½	74	84½	95	105½	116½
27 by 40	37½	46	58	69½	81	92½	104	115½	127
28 by 34	33	41	51	61	71	81	92	102	112
28 by 38	37	45½	57	68½	79½	91	102½	114	125
28 by 40	39	48	60	72	84	96	108	120	132
28 by 42½	41½	51	63½	76½	89	102	114½	127½	140
30 by 38	36½	49	61	73	85½	97½	109½	122	134
31 by 53	57	70½	88	105½	123	140½	158	175½	193½
34 by 44	52	64	80	96	112	128	144	160	176

BOOK-PAPERS.

SIZE.	SUBSTANCE NUMBER.						
	40	**50**	**60**	**70**	**80**	**100**	**120**
22 by 32	30	37	44½	52	59½	74	89
24 by 36	36	45	55	64	73	91	109
25 by 38	**40**	**50**	**60**	**70**	**80**	**100**	120
26 by 29	32	40	48	56	63	79	95
26 by 40	44	55	66	77	88	110	126
28 by 42	50	62	74	86	99	124	149
28 by 44	52	65	78	90	104	130	156
29 by 52	64	80	96	112	126	158	190
30½ by 41	53	66	79	92	105	132	158
32 by 44	**60**	**74**	**89**	**104**	**119**	**148**	178
33 by 46	64	80	96	112	128	160	192
34 by 44	63	79	95	110	126	157	188
35 by 45	66	83	100	116	133	166	199
36 by 48	72	90	110	128	146	182	218
38 by 50	**80**	**100**	**120**	**140**	**160**	**200**	240
41 by 61	106	132	158	184	210	264	316
44 by 56	104	130	156	180	208	260	312
44 by 64	**120**	**148**	**178**	**208**	**238**	**296**	356

Table No. 4 Standard Substance Numbers.

The table gives actual weights, figured to half pounds. Note that 17 by 22 and 25 by 38 are the basis. The most commonly used sizes are in bold face.

But the scale gives only the actual number of sheets without allowing for spoilage. Well, there is a little scale for spoilage which has been tested and which many have tried to prove wrong. It seems to be always right, however, and shows just what percentage of paper should be added in order to allow for spoilage (Table No. 3).

As we figured 4,000 on the job, suppose we add four per cent to the 174 sheets, which is about 6 sheets. This gives us 180 sheets. All right, but how many pounds of paper would this amount to if the job is to be printed on 17 by 28, substance No. 20? We must find the ream weight of that size of paper and substance number, and by referring to the scale of substance numbers (Table No. 4) we find the ream weight to be 25½ pounds.

Having found the ream weight we must next find the weight of 180 sheets. The long way is to multiply the number of sheets by double the ream weight and point off three decimals. Here is the way it is done:

180 sheets of paper
51 the weight of 1,000 sheets

180
900

9180 result.

By pointing off three decimals we find that the weight of the paper is 9.18 pounds—providing no mistake has been made.

A better, quicker and more accurate method is to use a positive scale like that shown in Table No. 15 which gives the

Number Pages.	PAGES TO A FORM.							
	4	8	12	16	24	32	48	64
4	500	250	167	125	84	63	42	32
8	1000	500	334	250	167	125	84	63
12	1500	750	500	375	250	188	125	94
16	2000	1000	667	500	334	250	167	125
20	2500	1250	834	625	417	313	209	157
24	3000	1500	1000	750	500	375	250	188
28	3500	1750	1167	875	584	438	292	219
32	4000	2000	1394	1000	697	500	334	250
36	4500	2250	1500	1125	750	563	375	282
40	5000	2500	1667	1250	834	625	417	313
44	5500	2750	1834	1375	917	688	459	344
48	6000	3000	2000	1500	1000	750	500	375
52	6500	3250	2167	1625	1084	813	542	407
56	7000	3500	2334	1750	1167	875	584	428
60	7500	3750	2500	1875	1250	938	625	469
64	8000	4000	2750	2000	1375	1000	688	500
72	9000	4500	3000	2250	1500	1125	750	563
80	10000	5000	3334	2500	1667	1250	834	625
88	11000	5500	3667	2750	1834	1375	917	688
96	12000	6000	4000	3000	2000	1500	1000	750
104	13000	6500	4334	3250	2167	1625	1084	813
112	14000	7000	4667	3500	2334	1750	1167	875
120	15000	7500	5000	3750	2500	1875	1250	938
128	16000	8000	5334	4000	2767	2000	1384	1000
136	17000	8500	5667	4250	2834	2125	1417	1063
144	18000	9000	6000	4500	3000	2250	1500	1125

Table No. 6 Sheets of Paper Required for Printing 1000 Books.

most used ream weights of bonds— flats and book-papers, and the various numbers of sheets from 5 to 500.

What does the scale give? One hundred sheets, 5.10; 80 sheets, 4,08; total, 9.18—a simple operation and done without the possibility of any mistake occurring in the figures.

If the job requires 1,800 sheets instead of only 180 simply move the decimal point one more figure and you have 918 pounds. There is practically no possibility of an error creeping in.

Let us take another example, say 65 sheets: The scale gives 3.38 for paper weighing 26 pounds to the ream. The weight can be secured, without difficulty, for 65 sheets, 650 sheets, 6,500 sheets or 65,000 sheets as follows:

65 sheets,	3.38 pounds.
650 sheets,	33.8 pounds.
6,500 sheets,	338 pounds.
65,000 sheets,	3,380 pounds.

The same method may be used in figuring book-paper, but here we may have another complication, as it may be necessary to figure the number of sheets required for a book of 128 pages running 16-page forms, and 2,000 copies. To figure this out requires some time as it is necessary to get the number of forms, and to remember that if sixteen pages are printed at a time every sheet makes two complete signatures, and care must be taken to get it right.

But with the right kind of a table, such a thing should not worry us. Table No. 6 gives the number of sheets required for 1,000 books, with pages from 4 to 144 and any size forms from 4 to 64 pages. Our example shows that a book of 128 pages run in 16-page forms will require 4,000 sheets for 1,000 copies. For 2,000 copies, simply double the amount and we find we must buy 8,000 sheets, not counting spoilage, to complete the job. And our figures are right, without the possibility of error. By using the decimal method previously explained,

Number Sheets.	REAM WEIGHT — BONDS OR FLATS.																											
	13	14	15	16	16½	17	17½	18	18½	19	19½	20	20½	21	21½	22	22½	23	23½	24	24½	25	25½	26	26½	27	27½	28
5	13	.14	.15	.16	17	.17	.18	.18	.19	.19	.20	.20	.21	.21	.22	.22	.23	.2	.24	24	.25	.25	.26	.26	.27	.27	.28	.28
10	.26	.28	.30	.32	.33	.34	.35	.36	37	.38	.39	.40	.41	.42	.43	.44	.45	.46	.47	.48	.49	.50	.51	.52	.53	.54	.55	.56
15	.39	.42	.45	.48	.50	.51	.53	.54	56	.57	.59	.60	.62	.63	.65	.66	.68	.69	.71	.72	.74	.75	.77	.78	.80	.81	.83	.84
20	.52	.56	.60	.64	.66	68	70	.72	74	.76	.78	.80	.82	.84	86	.88	.90	.92	.94	.96	.98	1 00	1 02	1 04	1 06	1 08	1 10	1 12
25	.65	.70	.75	.80	.83	.85	.88	.90	.93	95	.98	1 00	1 03	1 05	1 08	1 10	1 13	1 15	1 18	1 20	1 23	1 25	1 28	1 30	1 33	1 35	1 38	1 40
30	78	.84	.90	96	99	1 02	1 05	1 08	1 11	1 14	1 17	1 20	1 23	1 26	1 29	1 32	1 35	1 38	1 41	1 44	1 47	1 50	1 53	1 56	1 59	1 62	1 65	1 68
35	.91	.98	1 05	1 12	1 16	1 19	1 23	1 26	1 30	1 33	1 37	1 40	1 44	1 47	1 51	1 54	1 58	1 61	1 65	1 68	1 72	1 75	1 79	1 82	1 86	1 89	1 92	1 96
40	1 04	1 12	1 20	1 28	1 32	1 36	1 40	1 44	1 48	1 52	1 56	1 60	1 64	1 68	1 72	1 76	1 80	1 84	1 88	1 92	1 96	2 00	2 04	2 08	2 12	2 16	2 20	2 24
45	1 17	1 26	1 35	1 44	1 49	1 53	1 58	1 62	1 67	1 71	1 76	1 80	1 85	1 89	1 94	1 98	2 03	2 07	2 02	2 16	2 21	2 25	2 30	2 34	2 39	2 43	2 48	2 42
50	1 30	1 40	1 50	1 60	1 65	1 70	1 75	1 80	1 85	1 90	1 95	2 00	2 05	2 10	2 15	2 20	2 25	2 30	2 35	2 40	2 45	2 50	2 55	2 60	2 65	2 70	2 75	2 80
55	1 43	1 54	1 65	1 76	1 82	1 87	1 93	1 98	2 04	2 09	2 15	2 20	2 26	2 31	2 37	2 42	2 48	2 53	2 59	2 64	2 70	2 75	2 81	2 86	2 92	2 97	3 03	3 08
60	1 56	1 68	1 80	1 92	1 98	2 04	2 10	2 16	2 22	2 28	2 34	2 40	2 46	2 52	2 58	2 64	2 70	2 76	2 82	2 88	2 94	3 00	3 06	3 12	3 18	3 24	3 30	3 36
65	1 69	1 82	1 95	2 08	2 15	2 21	2 28	2 34	2 41	2 47	2 54	2 60	2 67	2 73	2 80	2 86	2 93	2 99	3 06	3 12	3 19	3 25	3 32	3 38	3 45	3 51	3 58	3 64
70	1 82	1 96	2 10	2 24	2 31	2 38	2 45	2 52	2 59	2 66	2 73	2 80	2 87	2 94	3 01	3 08	3 15	3 22	3 29	3 36	3 43	3 50	3 57	3 64	3 71	3 78	3 85	3 92
75	1 95	2 10	2 25	2 40	2 48	2 55	2 63	2 70	2 78	2 85	2 93	3 00	3 08	3 15	3 23	3 30	3 38	3 45	3 53	3 60	3 68	3 75	3 83	3 90	3 98	4 05	4 13	4 20
80	2 08	2 24	2 40	2 56	2 64	2 72	2 80	2 88	2 96	3 04	3 12	3 20	3 28	3 36	3 44	3 52	3 60	3 68	3 76	3 84	3 92	4 00	4 08	4 16	4 24	4 32	4 40	4 48
85	2 21	2 38	2 55	2 72	2 81	2 89	2 98	3 06	3 15	3 23	3 32	3 40	3 49	3 57	3 66	3 74	3 83	3 91	4 00	4 08	4 17	4 25	4 34	4 42	4 51	4 59	4 68	4 76
90	2 34	2 52	2 70	2 88	2 97	3 06	3 15	3 24	3 33	3 42	3 51	3 60	3 69	3 78	3 87	3 96	4 05	4 14	4 23	4 32	4 41	4 50	4 59	4 68	4 77	4 86	4 95	5 04
95	2 47	2 66	2 85	3 04	3 14	3 23	3 33	3 42	3 52	3 61	3 71	3 80	3 90	3 99	4 09	4 18	4 28	4 37	4 47	4 56	4 66	4 75	4 85	4 94	5 04	5 13	5 23	5 32
100	2 60	2 80	3 00	3 20	3 30	3 40	3 50	3 60	3 70	3 80	3 90	4 00	4 10	4 20	4 30	4 40	4 50	4 60	4 70	4 80	4 90	5 00	5 10	5 20	5 30	5 40	5 50	5 60
200	5 20	5 60	6 00	6 40	6 60	6 80	7 00	7 20	7 40	7 60	7 80	8 00	8 20	8 40	8 60	8 80	9 00	9 20	9 40	9 60	9 80	10 00	10 20	10 40	10 60	10 80	11 00	11 20
300	7 80	8 40	9 00	9 60	9 90	10 20	10 50	10 80	11 10	11 40	11 70	12 00	12 30	12 60	12 90	13 20	13 50	13 80	14 10	14 40	14 70	15 00	15 30	15 60	15 90	16 20	16 50	16 80
400	10 40	11 20	12 00	12 80	13 20	13 60	14 00	14 40	14 80	15 20	15 60	16 00	16 40	16 80	17 20	17 60	18 00	18 40	18 80	19 20	19 60	20 00	20 40	20 80	21 20	21 60	22 00	22 40
500	13 00	14 00	15 00	16 00	16 50	17 00	17 50	18 00	18 50	19 00	19 50	20 00	20 50	21 00	21 50	22 00	22 50	23 00	23 50	24 00	24 50	25 00	25 50	26 00	26 50	27 00	27 50	28 00

All weights figured in pounds and hundredths of pounds—decimal system.

Number Sheets.	REAM WEIGHT — BONDS OR FLATS.																									
	28½	29	29½	30	30½	31	31½	32	32½	33	33½	34	34½	35	35½	36	39	40	40½	44	46	48	49	51	53½	56	64	
5	.29	.29	.30	.30	31	.31	32	.32	33	33	34	34	35	35	.36	.36	39	.40	41	44	46	48	.49	.51	.54	.56	.64	....
10	.57	.58	.59	.60	.61	.62	.63	.64	.65	.66	67	68	69	.70	.71	.72	.78	.80	.81	.88	.92	.96	.98	1 02	1 07	1 12	1 28	....
15	.86	.87	.89	.90	92	.93	.95	.96	.98	.99	1 01	1 02	1 05	1 05	1 07	1 08	1 17	1 20	1 22	1 32	1 38	1 44	1 47	1 53	1 61	1 68	1 92	....
20	1 14	1 16	1 18	1 20	1 22	1 24	1 26	1 28	1 30	1 32	1 34	1 36	1 38	1 40	1 42	1 44	1 54	1 60	1 62	1 76	1 84	1 92	1 96	2 04	2 14	2 24	2 56	....
25	1 43	1 45	1 48	1 50	1 53	1 55	1 58	1 60	1 63	1 65	1 67	1 70	1 73	1 75	1 78	1 80	1 95	2 00	2 03	2 20	2 30	2 40	2 45	2 55	2 68	2 80	3 20	....
30	1 71	1 74	1 77	1 80	1 83	1 86	1 89	1 92	1 95	1 98	2 01	2 04	2 07	2 10	2 13	2 16	2 34	2 40	2 43	2 64	2 76	2 88	2 94	3 06	3 21	3 36	3 84	....
35	2 00	2 03	2 07	2 10	2 14	2 17	2 21	2 24	2 28	2 31	2 35	2 68	2 42	2 45	2 49	2 52	2 73	2 80	2 84	3 08	3 22	3 36	3 43	3 57	3 85	3 92	4 48	....
40	2 28	2 32	2 36	2 40	2 44	2 48	2 52	2 56	2 60	2 64	2 68	2 72	2 76	2 80	2 84	2 88	3 12	3 20	3 24	3 52	3 68	3 84	3 92	4 08	4 28	4 48	5 12	....
45	2 57	2 61	2 66	2 70	2 75	2 79	2 85	2 88	2 93	2 97	3 02	3 06	3 11	3 15	3 20	3 24	3 51	3 60	3 65	3 96	4 14	4 32	4 41	4 59	4 83	5 04	5 76	....
50	2 85	2 90	2 95	3 00	3 05	3 10	3 15	3 20	3 25	3 30	3 35	3 40	3 45	3 50	3 55	3 60	3 90	4 00	4 05	4 40	4 60	4 80	4 90	5 10	5 35	5 60	6 40	....
55	3 14	3 19	3 25	3 30	3 36	3 41	3 47	3 52	3 58	3 63	3 69	3 74	3 80	3 85	3 91	3 96	4 29	4 40	4 46	4 84	5 06	5 28	5 39	5 61	5 89	6 16	7 04	....
60	3 42	3 48	3 54	3 60	3 66	3 72	3 78	3 84	3 90	3 96	4 02	4 08	4 14	4 20	4 26	4 32	4 68	4 80	4 86	5 28	5 52	5 76	5 88	6 12	6 42	6 72	7 68	....
65	3 71	3 77	3 84	3 90	3 97	4 03	4 10	4 16	4 23	4 29	4 36	4 42	4 49	4 55	4 62	4 68	5 07	5 20	5 27	5 72	5 98	6 24	6 37	6 63	6 96	7 28	8 32	....
70	3 99	4 06	4 13	4 20	4 27	4 34	4 41	4 48	4 55	4 62	4 69	4 76	4 83	4 90	4 97	5 04	5 46	5 60	5 67	6 16	6 44	6 72	6 86	7 14	7 49	7 84	8 96	....
75	4 28	4 35	4 43	4 50	4 58	4 75	4 73	4 80	4 88	4 95	5 03	5 10	5 18	5 25	5 33	5 40	5 85	6 00	6 08	6 60	6 90	7 20	7 35	7 65	8 03	8 40	9 60	....
80	4 56	4 64	4 72	4 80	4 88	4 96	5 04	5 12	5 20	5 28	5 36	5 44	5 52	5 60	5 68	5 76	6 24	6 40	6 48	7 04	7 36	7 68	7 84	8 16	8 56	8 96	10 24	....
85	4 85	4 91	5 02	5 10	5 19	5 27	5 36	5 44	5 53	5 61	5 70	5 78	5 87	5 95	6 04	6 16	6 63	6 80	6 89	7 48	7 82	8 16	8 33	8 67	9 10	9 52	10 88	....
90	5 13	5 22	5 31	5 40	5 49	5 58	5 67	5 76	5 85	5 94	6 03	6 12	6 21	6 30	6 39	6 48	7 02	7 20	7 29	7 92	8 28	8 64	8 82	9 18	9 63	10 08	11 52	....
95	5 42	5 51	5 61	5 70	5 80	5 89	5 99	6 08	6 18	6 27	6 37	6 46	6 76	6 65	6 75	6 84	7 41	7 60	7 70	8 36	8 74	9 12	9 31	9 69	10 17	10 64	12 16	....
100	5 70	5 80	5 90	6 00	6 10	6 20	6 30	6 40	6 50	6 60	6 70	6 80	6 90	7 00	7 10	7 20	7 80	8 00	8 10	8 80	9 20	9 60	9 80	10 20	10 70	11 20	12 80	....
200	11 40	11 60	11 80	12 00	12 20	12 40	12 60	12 80	13 00	13 20	13 40	13 60	13 80	14 00	14 20	14 40	15 60	16 00	16 20	17 60	18 40	19 20	19 60	20 40	21 40	22 40	25 60	....
300	17 10	17 40	17 70	18 00	18 30	18 60	18 90	19 20	19 50	19 80	20 10	20 40	20 70	21 00	21 30	21 60	23 40	24 00	24 30	26 40	27 60	28 80	29 40	30 60	32 10	33 60	38 40	....
400	22 80	23 20	23 60	24 00	24 40	24 80	25 20	25 60	26 00	26 40	26 80	27 20	27 60	28 00	28 40	28 80	31 20	32 00	32 40	35 20	36 80	38 40	39 20	40 80	42 80	44 80	51 20	....
500	28 50	29 00	29 50	30 00	30 50	31 00	31 50	32 00	32 50	33 00	33 50	34 00	34 50	35 00	35 50	36 00	39 00	40 00	40 50	44 00	46 00	48 00	49 00	51 00	53 50	56 00	64 00	....

All weights figured in pounds and hundredths of pounds—decimal system.

Number Sheets.	REAM WEIGHT — BOOK-PAPERS.																	
	30	36	37	40	44	44½	45	50	52	55	60	62	64	65	70	73	74	78
5	.30	36	.37	.40	.44	.45	.45	.50	52	.55	.60	.62	.64	.65	.70	73	.74	.78
10	.60	.72	.74	.80	.88	.89	.90	1 00	1 04	1 10	1 20	1 24	1 28	1 30	1 40	1 46	1 48	1 56
15	.90	1 08	1 11	1 20	1 32	1 34	1 35	1 50	1 56	1 65	1 80	1 86	1 92	1 95	2 10	2 19	2 22	2 34
20	1 20	1 44	1 48	1 60	1 76	1 78	1 80	2 00	2 08	2 20	2 40	2 48	2 56	2 60	2 80	2 92	2 96	3 12
25	1 50	1 80	1 85	2 00	2 20	2 23	2 25	2 50	2 60	2 75	3 00	3 10	3 20	3 25	3 50	3 65	3 70	3 90
30	1 80	2 16	2 22	2 40	2 64	2 67	2 70	3 00	3 12	3 30	3 60	3 72	3 84	3 90	4 20	4 38	4 44	4 68
35	2 10	2 52	2 59	2 80	3 08	3 12	3 15	3 50	3 64	3 85	4 20	4 34	4 48	4 55	4 90	5 11	5 18	5 46
40	2 40	2 88	2 96	3 20	3 52	3 56	3 60	4 00	4 16	4 40	4 80	4 96	5 12	5 20	5 60	5 84	5 92	6 24
45	2 70	3 24	3 33	3 60	3 96	4 01	4 05	4 50	4 68	4 95	5 40	5 58	5 76	5 85	6 30	6 57	6 66	7 01
50	3 00	3 60	3 70	4 00	4 40	4 45	4 50	5 00	5 20	5 50	6 00	6 20	6 40	6 50	7 00	7 30	7 40	7 80
55	3 30	3 96	4 07	4 40	4 84	4 95	4 95	5 50	5 72	6 05	6 60	6 82	7 04	7 15	7 70	8 03	8 14	8 58
60	3 60	4 32	4 44	4 80	5 28	5 34	5 40	6 00	6 24	6 60	7 20	7 44	7 68	7 80	8 40	8 76	8 88	9 36
65	3 90	4 68	4 81	5 20	5 72	5 79	5 85	6 50	6 76	7 15	7 80	8 06	8 32	8 45	9 10	9 49	9 62	10 14
70	4 20	5 04	5 18	5 60	6 16	6 23	6 30	7 00	7 28	7 70	8 40	8 68	8 96	9 10	9 80	10 22	10 36	10 92
75	4 50	5 40	5 55	6 00	6 60	6 68	6 75	7 50	7 80	8 25	9 00	9 30	9 60	9 75	10 50	10 95	11 10	11 70
80	4 80	5 76	5 92	6 40	7 04	7 12	7 20	8 00	8 32	8 80	9 60	9 92	10 24	10 40	11 20	11 68	11 84	12 48
85	5 10	6 12	6 29	6 80	7 48	7 57	7 65	8 50	8 84	9 35	10 20	10 54	10 88	11 05	11 90	12 41	12 58	13 26
90	5 40	6 48	6 66	7 20	7 92	8 01	8 10	9 00	9 36	9 90	10 80	11 16	11 52	11 70	12 60	13 14	13 32	14 04
95	5 70	6 84	7 03	7 60	8 36	8 46	8 55	9 50	9 88	10 45	11 40	11 78	12 16	12 35	13 30	13 87	14 06	14 82
100	6 00	7 20	7 40	8 00	8 80	8 90	9 00	10 00	10 40	11 00	12 00	12 40	12 80	13 00	14 00	14 60	14 80	15 60
200	12 00	14 40	14 80	16 00	17 60	17 80	18 00	20 00	20 80	22 00	24 00	24 80	25 60	26 00	28 00	29 20	29 60	31 20
300	18 00	21 60	22 20	24 00	26 40	26 70	27 00	30 00	31 20	33 00	36 00	37 20	38 40	39 00	42 00	43 80	44 40	46 80
400	24 00	28 80	29 60	32 00	35 20	35 60	36 00	40 00	41 60	44 00	48 00	49 60	51 20	52 00	56 00	58 40	59 20	62 40
500	30 00	36 00	37 00	40 00	44 00	44 50	45 00	50 00	52 00	55 00	60 00	62 00	64 00	65 00	70 00	73 00	74 00	78 00

All weights figured in pounds and hundredths of pounds—decimal system.

Table No. 5 **See Balance of Table on Next Page.**

any quantity of books may be figured from the scale, with accuracy, while by using the longer method with pencil and paper and trying to show how good a mathematician you are you will be likely to figure twice as much stock as necessary or else half the required amount.

There may be other tables in use by printers which are as good or better than those given with this article. The writer will greatly appreciate receiving any of these tables for the purpose of publishing them in connection with future articles in this series if they are found of general interest to our readers. We know one printer who is now working on a scale with prices of paper and the number of pounds.

This brings us to the last thing in connection with figuring on paper. Having found that it takes 9.18 pounds of paper for the job and the price is 23 cents a pound, we multiply the weight by the price, thus:

9.18 pounds of paper.
.23 cents per pound.

2754
1836

21114 total.

Pointing off four decimals we find the amount to be $2.1114, or $2.12. As ten per cent is the amount recommended as the proper charge for handling paper, we add this amount and find the total cost to be $2.33.

Having proved this, we know it is correct, and then we are ready to go on with the next item of cost that must be figured in a job of printing, which will be taken up next month.

See Table on Following Page.

Number Sheets.	REAM WEIGHT—BOOK PAPERS.																	
	80	86	89	90	91	99	100	104	109	119	120	124	130	140	148	149	150	178
5	.80	.86	.89	.90	.91	.99	1 00	1 04	1 09	1 19	1.20	1.24	1 30	1 40	1 48	1.49	1.50	1.78
10	1 60	1.72	1.78	1 80	1.82	1 98	2 00	2 08	2 18	2.38	2.40	2.48	2.60	2 80	2 96	2.98	3 00	3 56
15	2 40	2 58	2 67	2 70	2 73	2 97	3 00	3 12	3 27	3 57	3.60	3 72	3.90	4 20	4 44	4.47	4 50	5 34
20	3 20	3 44	3 56	3.60	3.64	3 96	4 00	4 16	4 36	4 76	4.80	4 96	5.20	5.60	5 92	5 96	6 00	7.12
25	4 00	4 30	4 45	4 50	4 55	4 95	5 00	5 20	5 45	5.95	6.00	6 20	6 50	7 00	7 40	7.45	7.50	8.90
30	4 80	5.16	5 34	5 40	5 46	5.94	6 00	6 24	6 54	7.14	7.20	7 44	7.80	8 40	8 88	8.94	9 00	10 68
35	5 60	6 02	6 23	6 30	6 37	6 93	7 00	7 28	7 63	8 33	8.40	8 68	9 10	9 80	10 36	10.43	10 50	12 46
40	6 40	6 88	7.12	7.20	7 28	7.92	8.00	8.32	8 72	9.62	9.60	19.92	10.40	11 20	11.84	11.92	12.00	14 24
45	7.20	7 74	8 01	8.10	8.19	8.91	9.00	9.36	9.81	10.71	10 80	11.16	11.70	12.60	13.32	13.41	13.50	16 02
50	8 00	8 60	8.90	9.00	9.10	9 90	10.00	10 40	10.90	11 90	12.00	12.40	13.00	14.00	14 80	14.90	15 00	17.80
55	8 80	9 46	9.79	9.90	10 01	10 89	11 00	11.44	11.99	13.09	13.20	13.64	14.30	15.40	16 28	16.39	16.50	19.58
60	9.60	10 32	10 68	10 80	10 92	11.88	12 00	12 48	13 08	14.28	14.40	14.88	15.60	16 80	17.76	17 88	18 00	21 36
65	10.40	11.18	11 57	11.70	11 83	12.87	13 00	13.52	14.17	15 47	15 60	16.12	16.90	18.20	19.24	19 37	19 50	23.14
70	11 20	12.04	12 46	12.60	12.74	13 86	14.00	14.56	15.26	16 66	16 80	17.36	18 20	19.60	20.72	20 86	21 00	24.92
75	12 00	12.90	13.35	13 50	13 65	14.85	15 00	15.60	16.35	17 85	18.00	18.60	19 50	21 00	22 20	22 35	22.50	26.70
80	12.80	13 76	14.24	14.40	14 56	15 84	16 00	16.64	17 44	19 04	19 20	19 84	20 80	22.40	23 68	23 84	24.00	28.48
85	13 60	14 62	15.13	15 30	15 47	16.83	17 00	17 68	18 53	20 23	20.40	21 08	21.10	23.80	25 16	25 33	25.50	30 26
90	14.40	15 48	16 02	16 20	16 38	17.82	18.00	18.72	19.62	21.42	21.60	22.32	22 40	25.20	26.64	26.82	27.00	32.04
95	15 20	16.34	16 91	17.10	17.29	18 81	19 00	19.76	20.71	22.61	22 80	23 56	23 70	26.40	28.12	28.31	28.50	33 82
100	16 00	17 20	17 80	18.00	18 20	19.80	20 00	20 80	21 80	23.80	24 00	24.80	26.00	28 00	29 60	29.80	30.00	35 60
200	32 00	34 40	35 60	36 00	36.40	39 60	40 00	41.60	43 60	47.60	48 00	49 60	52 00	56 00	59.20	59.60	60 00	71.20
300	48 00	51 60	53.40	54.00	54.60	59.40	60 00	62.40	65 40	71.40	72.00	74.40	78.00	84 00	88 80	89.40	90.00	106.80
400	64 00	68 80	71 20	72 00	73.80	79.20	80 00	83.20	87.20	95 20	96 00	99.20	104.00	112 00	118 40	119 20	120 00	142.40
500	80 00	86.00	89 00	90 00	91.00	99 00	100 00	104 00	109.00	119.00	120.00	124.00	130 00	140 00	148.00	149.00	150 00	178.00

All weights figured in pounds and hundredths of pounds—decimal system.

Table No. 5 Continued from Previous Page

Note:—The foregoing article has been published by special permission of the writer, Mr. R. T. Porte; it originally appeared in Inland Printer. No doubt the tables and information should prove useful and it may be advisable to file these pages, or the entire issue, for handy reference.

The Paper Supply House and the Printer

By J. L. KENNY

THE relation of the paper supply house to the printer is essentially one of service. The dealer buys paper from Canadian and foreign (mainly Canadian) mills with every care, to give the printer desirable qualities at competitive prices. To concentrate those supplies for efficient distribution he maintains a storage warehouse and office and a competent staff. Kept within due bounds by healthy competition his prices only show a reasonable living margin.

The National Paper Trade Association of the United States has compiled some interesting statistics based on reports from many paper dealers located in the different cities of the United States. These reports show that no single order can be passed through office, warehouse and shipping departments at a less handling cost than $1.50. About half the number of orders



An Old-established Supply House, Buntin, Gillies & Co., Hamilton

handled are for amounts of $10.00 and less and average a net oss of 4 per cent because of the handling costs. 9½ per cent. of the number of orders handled are for amounts over $50.00 and figure to a little over half the total sales in money value. This would show that the paper house is a convenience to customers with little profit to itself on small orders and that it stays in business as a result of profit on the much smaller number of large orders.

It is the natural function of the supply house to carry the stock. Most printers find, after allowing for spoilage of stock and interest on capital sunk, that the stock they carry should be in direct ratio with their distance from the dealer. City printers carry comparatively little, while the more distant printer must carry considerable supplies to give service.

It may be of interest to customers to know the detail through which their orders pass in the supply house. The orders come into the office by mail, telephone, telegraph and by personal call. They are transcribed on to registered "charge sheets" stating date, name, destination, routing, items in detail and prices. After careful checking, these sheets go to clerks who lay them out on flat four wheel trucks. At this point many orders are of necessity delayed to complete any special cutting or ruling which has to be done in the factory on a separate floor. After assembly has been completed the trucks are wheeled to the elevator and passed through to the shipping room. Here the goods are carefully checked item by item against the charge sheet. They are then packed and shipping documents drawn up to cover them. Signed by the transportation companies these receipts are important as protecting the consignee, at whose risk the goods travel, from loss or damage. After the securing of signatures the goods are carted to the railway stations and despatched. After the charge sheet is checked against the goods in the shipping room it is sent to the billing department. Invoices are typed, making carbon copies on to the sales book sheets—this having proved a desirable method for speed and correctness. The invoices are checked against the charge sheets and the sales book entries posted into the ledgers. Statements are sent out monthly. It costs money to collect accounts—so much so that a discount applies on most goods of 2 per cent for payment within thirty days. While printers have a good reputation for prompt payment of bills they must be exceeded by the paper supply houses as the Canadian mills, some years ago, cut off from them all cash discounts.

The printer can assist the dealer in many ways in the efficient filling of his orders. The systematic printer has a ready eye and ear for the sales efforts of the dealer. He files on or in his desk the sample books, advertisements and price lists of the various dealers. These he can find quickly and consults same when discussing stock with his customers. When ordering, he looks up price lists and previous invoices and sends in that joy of a warehouse clerk's heart—a clear and concise order. When orders are "peculiar" and become more "peculiar" the longer you look at them, we call in the mind-reading qualifications of the more experienced to arrive at a decision and achieve prompt shipment.

The relations of the supply house and the printer are basic as being of mutual self-interest and are therefore likely to last.

The staffs of supply houses are conscious of their privilege in serving printers to lift to greater beauty and usefulness "The Art preservative of all Arts."

Handsome Profits in Blotters

Easiest Way to Secure Orders is for the Printer to Use Them Himself—Large Field of Opportunity

By ROBERT MACLEAN
Advertising Manager, Howard Smith Paper Mills

BLOTTERS offer one of the simplest, cheapest, and at the same time, one of the most efficient methods of advertising. Many times has this assertion been made, and many times argued from different angles. To the printer, blotter advertising offers the very finest advantages—lithographing, offset, halftone and type at a very small outlay can all be displayed.

Blotters are available at the lowest to the highest cost, according to his needs. To a printer wishing to advertise the services of his printshop they make a quick and ready method of procuring business. Very little composition is necessary, but a great deal of thought. Distribution charges are negligible. They can be mailed with correspondence, invoices, or statements, or included in shipments at practically no cost. Constantly are they before your prospect, (for no attractive blotter is thrown away) and when printed on good blotting paper, your message is flashed before his eyes many times a day for weeks.

To the printer who is developing his business by means of a mailing list (and printers should seriously consider this method) blotters bring forcibly to his prospect the quality of his work, his name, his message, and at the same time the fact that he (the prospect) should be taking advantage of this profitable method of advertising. The easiest way to get blotter orders, Mr. Printer or Mr. Lithographer, is to use this method of advertising yourself. Prospects attracted by your own publicity, are half sold, and when you recommend a similar campaign, and can give definite proof of what you have gained from blotter advertising, you can count on a signature on the dotted line and the order in your bag.

Manufacturers use blotters to advertise their products, print the retailer's name on same, and allow the retailer to distribute them. The retailer greatly appreciates this, as the distribution cost to him is practically nothing. But how many manufacturers are doing this, and how many in your neighbourhood could be easily convinced to adopt a profit bringing campaign of this nature. This is nice profitable business for any printer, for large quantities are usually ordered.

A Broad Field of Usefulness

The departmental store, the butcher, the haberdasher, the jeweller, hotels, all the retail stores, and every business house, can use blotters to advantage, and mail same out with their monthly accounts, or distribute them from their counters. Every season is the right season for blotter advertising—Christmas, Easter, Spring openings, Victoria Day, Dominion Day, Summer, Fall, Winter, etc. People complaining of advertising expense, or poor business can be easily induced to use blotters, for the cost is small and the advantages many. One manufacturer used blotters to announce a new catalogue, the blotters brought enquiries from those really interested, and this manufacturer saved a little money, not having to distribute an expensive catalogue to those not interested. Try to sell blotters as a "campaign series" not merely one lot and one blotter. Advertising gains value with cumulative effort, and the advantages of blotter advertising are increased many times by mailing a blotter a week or a blotter a month. It is better business for the printer, not only because he has got a larger order, but he has a customer thoroughly converted to direct advertising with blotters owing to the success he has made through the first series. Concerns to-day that are not advertising can be nursed into nice big accounts through the introduction to blotter advertising. After using a blotter campaign at very little cost the prospect begins to realize that it pays to advertise, and is soon using broadsides, booklets, house organs, etc. Now direct advertising is the printer's business. It is his bread and butter, and the more direct advertising is used, the busier the printers are going to be. Not every printer is equipped with service, art, and copy departments, but every printer can plan and print a blotter series, both for himself and his customers, and blotters are the thin edge of the wedge for direct advertising. Get started on blotters, and the rest is assured.

Quality a Serious Consideration

Now in blotter advertising, more so than in any other form of advertising, the quality of the paper must be seriously considered. While in other forms of advertising the paper is important, in blotters it is more so, because the recipient of your advertising is going to use same to absorb ink, and if it does not do that, and do it well, he thinks as much of you and your product, as he does of the blotting paper, consequently the chief requirement of a good blotting paper is absorbency. Cotton fibres have the greatest physical properties for absorbing moisture, and liquids, and the best blotting papers are made from this stock. Just as in other papers, the quality varies, the best being made of soft cotton which has been carefully selected and carefully prepared to protect the absorbing qualities of the fibre, down to the cheapest and poorest, which is made almost entirely of wood pulp. In the medium grades, soda pulp is sometimes used, with a small mixture of cotton. Now as absorbency is the main requirement, test your blotting papers for this. Throw ink on it, the quicker it licks it up the better. Blot your signature in the same place on the blotting paper over a hundred times. This, while a severe test, is one that every good blotting paper should stand up to. The absorbing qualities of the Canadian made blotting papers are exceptionally good.

A good printing surface is essential. Down and fluff should be missing. Fluff causes smudging of the ink in printing, blocks up the type and press, and results in a dirty looking job. This is one of the paper makers' big difficulties, for too hard a surface on blotting paper will take away some of the absorbing qualities. Another point, and one which printers should guard against, the excessive use of ink in printing advertising blotters. This, too, tends to take away some of the absorbency of the paper, and never looks well. A good size for an advertising blotter is 9½ inches by 4 inches, less trim—this gives room for a good display, is a handy size for use, can be placed in a No. 9 or No. 10 envelope, and last but not least, can be run two, three, four, six or twelve up, without waste of stock.

Blotting paper is now being made in Canada and although only a few months in distribution, has taken a firm hold on the Canadian market. Practically every paper merchant in the Dominion is carrying a stock of Canadian-made blotting paper. Not purely patriotic or economical reasons, have brought this about, but the quality of the Canadian product has won for it its rightful place in the Canadian market, and many enquiries are being received for Canadian blotting paper from export markets. Only a few months ago, close on half a million dollars was leaving Canada for blotting paper, and to note the turn of the tide is very gratifying.

To Export Papyrus

A paper-making company in Belgium has obtained a concession for exploiting the papyrus which grows abundantly in the Belgian Congo, and contains nearly 38 per cent. of cellulose. This water plant furnished both name and material for the original "paper" of the ancients. It disappeared from its ancient home on the Lower Nile, not through local love of literature, but because the pith is edible and was eaten by Egyptian peasants when corn was dear. So, if we once more get papyrus paper, we shall literally "devour" (and possibly "digest") the contents of our books and newspapers.



REPRODUCTION OF PEARL NECKLACE

Photographed direct from the article.
Printed from three Color Plates.

Courtesy of Legg Bros., Toronto, Ontario.

Value of Attractive Covers

It is the Cover that First Meets the Eye and Will Either Attract or Repel Attention—Some Cover Pointers for Printers

By C. KERR STEWART

THE EFFORTS used by large firms, merchants and individuals in building up a bigger business have created a demand for a great variety of printed matter and there are few firms who do not use the printed word to help increase sales and build up business. Printing is indispensable to industry; no business can get along profitably without it; no article can win its way into public favor without printers' type, ink and paper.

It has often been said that business houses are judged in no small degree by their commercial stationery, in the same manner that a man is judged by his general appearance and neatness of dress. If this is true in regard to commercial stationery, is it not good logic to assume that the same can be applied to all classes of printed matter used for advertising purposes. It is no effort for the eye to register instant approval or disapproval and it is therefore very important that the first glance at a piece of printed matter creates a favorable impression. As an illustration we will assume that a business house is preparing a catalogue or booklet to send to prospective customers and that considerable time and thought have been given to the preparation of the contents, and the copy sent to the printer. It is right here that Mr. Printer is indispensable to the success of this particular piece of printing as a business getter. If the job is turned out poorly printed it will have a tendency to cheapen the goods it describes. On the other hand, if it is well printed with a striking cover it will command attention whereever it is received and prove an effective silent salesman.

It can therefore be readily understood that a cover plays an important part in the production of a catalogue, booklet or other like printing, and should be given serious consideration. It is the cover that first meets the eye and will either attract or repel.

When the printer receives enquiries for an estimate or an order for this kind of work, he is usually asked to make suggestions regarding the selection of a suitable cover stock, and if he is a "live wire" he will be in a position to give helpful and practical information. There are many finishes and weights of cover papers manufactured by the different mills in a great number of tints and strong colors, and wholesale paper houses supply the printer with sample books showing different lines carried in stock at their warehouses.

Among the numerous things which must be considered and should determine the selecting of a cover stock are the following, the articles advertised; the thickness of the book; will it receive much handling.

To illustrate the point more clearly we will suppose the catalogue is advertising a line of machinery. In this case it would probably be handled daily in a factory or machine shop and would require a strong cover stock to protect the inner pages and should be of medium or dark shade. On the other hand if it is advertising jewelry, art work or ladies' wear, a delicate tinted stock would be more appropriate. The weight of stock used in either case should be governed by the thickness of the book—the thicker the book the heavier the cover stock required.

Cover stocks are made in many finishes some of the better known are Enameled, Plate, Antique, Linen, Crash and Onyx. Here again the choice will be governed by what has to be printed on the stock. If halftones are to be used a smooth surface stock should be selected for satisfactory results and enameled or plate finish should be used. These papers however, especially the enameled, are not tough papers and will not wear well if subjected to much handling.

Antique stock has a slightly wooly or fuzzy surface, is strong and durable and while not satisfactory for halftones will carry type and line cuts and make an attractive cover. A good quality of antique cover paper is made in Canada and because of its economy is widely used.

Linen and crash finishes are very similar, the former having a finer appearance resembling fine linen. These stocks will not print half tones or small or light faced type owing to their rough surface, but make suitable covers for almost any catalogue or booklet. This class of cover stock is also made in Canada.

Onyx is a mottled stock of blended colors in a cloud effect, patterned after onyx and has a smooth surface. This stock can be used to good advantage where type and line cuts are necessary. A good quality of onyx cover stock is numbered among Canadian made cover stocks.

The above varied finishes are only a few of the cover papers on the market to-day and are mentioned with the idea of showing how the printer can help his customer in the choice of a suitable cover stock for the work in hand.

A catalogue or booklet usually finds its way into many places where it would not be profitable to send a salesman and the printer can prove his ability indirectly as a salesman by making his work so attractive that it will not only sell goods for his customers, but bring repeat orders of printing to his plant. Of course there is always the matter of price and many buyers of printing seem to think that price is the main consideration. Here again the printer can do splendid missionary work by pointing out to his customer that quality in printing is of far greater importance. Nothing shows its cheapness more quickly than cheap printing. The public are not likely to put faith in statements about quality when quality is not reflected in the booklet, folder, or catalogue which describes the goods. A good cover is worth the extra cost, and any printer can build a reputation and add to his profits who will make a specialty of producing work bearing attractive covers.

Cover stock can be used to good advantage for many lines of printing. If something attractive is desired for a special menu or program, cover stock will give more tone and dignity to the job than ordinary paper and pleasing results can be obtained with only one color of ink. Ripple finish and deckle-edge covers are widely used for this class of printing.

Color work, if properly blended and appropriate to the subject always adds to the attractiveness of the cover. This applies to all printing as a matter of fact. It should be borne in mind however that colored ink when printed on colored cover stock will change the color effect of the ink and this must be carefully considered in running work in one or more colors. This point is often overlooked even by experienced color printers.

The choice of a color scheme must be governed by the message it has to convey. If the principal object of a color scheme is to compel the attention, one cannot do better than treat the design or scheme in the primary colors of red, yellow or blue, with probably a black as a key color. Red and black make quite an appropriate scheme for some subjects and is easily improved by the addition of yellow or blue, but at best, such a color scheme is inclined to be loud and can easily mar a design intended to convey dignity or refinement.

The secondary colors (orange, violet and green) can be used where a less violent effect is required, but unless used judiciously, will be equally as loud as a treatment in the primary colors.

Color schemes that bespeak refinement and quality, or designs of a decidedly chaste character are usually treated in the intermediate colors. A two tone effect on tinted stock seldom fails to appeal, where the attention getting object is secondary to an expression of quality.

Two tone effects are practically unlimited in their scope for variety, and by the addition of a third tint suitably applied can seldom fail to be pleasing.

Prominent in Canadian Pulp and Paper Industry



GEORGE M. McKEE

President, Canadian Pulp and Paper Association

George M. McKee, Managing Director of the Donnacona Paper Company, Donnacona, Que., was elected President of the Canadian Pulp and Paper Association at the Annual Meeting of the Association in January. Mr. McKee was born in Lewiston, Pa., in 1871. From 1898 to 1912 he was general manager of the Hinckley Fibre Company, Hinckley, N. Y., and in 1912 he came to Canada and organized the company of which he is now the general manager. He is an indefatigable worker in the interest of the pulp and paper industry in Canada.

The Demand For Newsprint Increases

The revival in the demand for newsprint paper since the beginning of the year, and which has enabled most of the Canadian mills to resume production at nearly maximum capacity, is attracting much attention in paper-making and newspaper publishing circles.

"The remarkable push back of the newsprint activity is occasioned in large measure by the large metropolitan dailies whose editions are larger than ever before," comments the Paper Trade Journal (New York) in reviewing the situation. "In February 1921 the average issue of 62 of the metropolitan dailies in 21 cities contained 21 pages and increased to 23 pages in 1922. The average Sunday edition contained 77 pages in February, 1921, and 85 in February, 1922, showing an appreciable increase.

"While production of newsprint is gaining throughout the North American continent, publishers are eating rapidly into their stocks which, if the present demand continues, will soon be as low as in 1920, when a burst of activity struck the market. There is a strong tendency on the part of the phenomena present during the 1920 boom to assemble again, and in anticipation of somewhat similar, yet milder and more lasting results, the newsprint trade is prone to assume an optimistic attitude."

An Optimistic Forecast of Paper Industry Conditions

"NOT IN a long time has the outlook for papermaking been quite so encouraging. On all sides one hears reports of increasing improvements in the new paper situation, of broader demand for the various kinds of finished paper, of paper and board mills increasing operations, and of general paper market conditions becoming better stabilized toward normalcy," says the Daily Mill Stock Reporter, of New York, which goes on to say: "As a result, what can one anticipate other than signal improvement in the papermaking raw material situation?

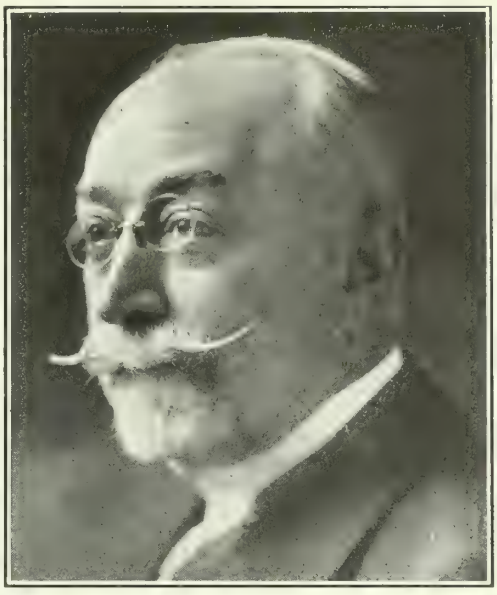
"Figures cited by paper manufacturers at their recent annual convention in New York City showed that paper mills producing most kinds of paper are at present running at larger capacity than in many months. The fine paper industry, these figures indicated, is now operating at between 75 and 80 per cent of productive capacity; glassine and greaseproof paper mills are running at 75 per cent. of full output, tissue and wrapping paper plants are producing a better rate of capacity than in a year or more, while news print and board mills are steadily increasing their production to take care of the more voluminous orders they are receiving.

"Moreover, it is generally conceded that the improved demand for finished paper is due solely to a rise in the consumption of paper. Printers, publishers, book binders, papeterie manufacturers and other large consumers of paper are buying more paper today because they are in need of larger amounts—there are numerous signs that practically all the paper being absorbed by paper buyers is going direct into consumption. There is still an aversion plainly apparent to stocking up paper, both among jobbers and consumers, and the broader demand that has developed recently is founded on the healthiest factors. It, therefore, stands to reason that demand for papermaking materials soon must reflect the marked improvement that has occurred in the finished paper trade, and that paper and paper board producers will shortly come into the market to purchase larger quantities of raw stock of which they manufacture their product."

Approved Standard Sizes of Paper

3¼ x 5½″	Standard postcard (Amer.) and for small booklets and folders. Inside: 128 pages out of 33x46″. Covers: 15 out of 23x33″.
3½ x 6″	Circulars, folders and general range of business envelope enclosures. Inside: 64 pages out of 25x38″. Covers: 15 out of 23x33″.
4 x 9″	Circulars, folders and price lists for No. 10 envelopes. Inside: 96 pages out of 38x50″. Covers: 6 out of 20x26″.
5 x 7½″	Catalogues, guides, convention books and other publications for pocket reference. Inside: 64 pages out of 32x44″. Covers: 8 out of 23x33″.
6 x 9″	"Official" catalogue size used by the U.S. Government, college and university year books, school and annual reports of many organizations. Inside: 32 pages out of 25x38″. Covers: 4 out of 20x26″.
7 x 10″	Standard magazine page, used for many illustrated and technical publications. Inside: 32 pages out of 30½x41″. Covers: 4 out of 23x33″.
7½ x 10⅝″	Hypothenuse-oblong standard recommended by the National Association of Purchasing Agents, the United States Chamber of Commerce and other associations. Inside: 32 pages out of 32 x 44″. Covers: 4 out of 23x33″.
8½ x 11″	Catalogue size approved by the American Institute of Architects and the Technical Publicity Association. Inside: 32 pages out of 32x44″. Covers: 2 out of 20x26″.
9 x 12″	Trade catalogue and technical magazine page. Inside: 16 pages out of 25x38″. Covers: 2 out of 20x26″.

Prominent Canadian Paper Manufacturer



MR. S. J. B. ROLLAND

President of The Rolland Paper Co.

Mr. S. J. B. Rolland, President of The Rolland Paper Co., Montreal, started his business career in the old book and stationery store of his father, the late Senator J. B. Rolland, in 1868. When his father founded The Rolland Paper Company in 1882, and built the first high grade paper mill in Canada, at St. Jerome, P. Q., the management of the newly built mill was put into the hands of Mr. S. J. B. Rolland.

His integrity, keen sense of business, foresight and sound management have been largely instrumental in the expansion of the Company which from a small start, has grown into an universally known institution, operating two of the best equipped and most modern high grade paper mills on this continent.

In 1902 Mr. S. J. B. Rolland founded the Northern Mills Company and built the Mont Rolland Paper Mills. This Company was later amalgamated with The Rolland Paper Co., Limited, with a view of bringing the two mills under one management.

Mr. S. J. B. Rolland was the first president of the Canadian Pulp and Paper Association. He is a member of the Board of Control of La Banque Provinciale, Governor of Notre Dame Hospital, also of St. Justine Hospital for children, and takes active interest in several charitable institutions. He is a member of the Canada Club and Club Chapleau.

Radiophones in the West

Early in April the Calgary Albertan installed a high-power radio equipment. They are broadcasting news and so popular is radio that within a fortnight over 200 amateurs had put in receiving sets at points all over Southern Alberta.

Marconi radiophone equipment has been installed by The Edmonton Journal, April 28th, marking the first anniversary of the occupancy of their new building and making another advance in service. It will operate on a wave length of 450 metres and be strong enough to cover the province easily and even to reach points in the far northern territories. Their call is C. J. C. A.

Perhaps first among weekly newspapers to install radio equipment for receiving news from distant broadcasting stations is the Rocky Mountain Gazette at Rocky Mountain House, Alta. A powerful set has been installed and messages from Winnipeg and Vancouver have already been picked up. Situated near the end of a branch line of the C. P. R. 75 miles west of Red Deer, their service will be appreciated locally.


The Winnipeg Evening Tribune

RADIO EDITION

Radio Broadcast Concert

PROGRAMME

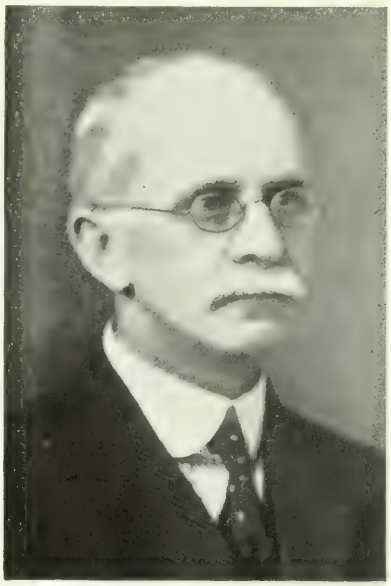
Front Page of the Winnipeg Tribune Radio Supplement

The Winnipeg Tribune has installed a high-powered radiophone broadcasting station, which when used at full power will be heard readily from coast to coast. A concert program recently broadcast was heard in Marlboro, Mass., east of New York; as far west as High River, Alta., and as far south as Oshkosh, Wisc. Western Canada is likewise served with crop reports, market reports, wheat prices, election results, political speeches, news bulletins, baseball and football results.

All one does is to erect an aerial, install a receiving set, tune it in at the hour set for broadcasting and be able to hear the broadcast message of the Tribune with great clearness.

Radio programs are published daily in the Tribune. Radio department tells how to make amateur receiving sets and how to get the greatest usefulness out of the standard Marconi and other receiving sets which are on the market.

Publisher Heads Educational Body



MR. J. G. ELLIOTT,
Publisher of the Kingston Whig.

Printing and journalism as an educational force was recognized in a splendid manner by the Ontario Educational Association which elected as its president, J. G. Elliot, proprietor of the Kingston *Daily Whig*. Mr. Elliott, who is one of Canada's best known printers and publishers, has for years taken an active interest in educational matters in Ontario and has engaged in the association work for a long time.

Rotary in Kingston

Rotary in Kingston, Ontario, is one year old this month. Some interesting facts concerning the activities of the Club since its inception were given in a Rotary Section of the Kingston "Whig" dated May 6th.

While the Club did not receive its charter until April 30th, 1921, it was on March 1st, following a luncheon at the Frontenac Hotel of that city, that Rotary in Kingston had its birth. Although a baby club, the Kingston organization has been very active and has accomplished much during the first year of its existence, and on this, its first anniversary, is to be congratulated on its progress.

It is of interest to note that during the winter just passed the Club distributed 233 pairs of boots and shoes, 28 pairs of rubbers and 173 pairs of stockings among the "kiddies" whose parents were unable to provide these necessaries. In addition to this the Club provided a quarter of a ton of coal and quite a large consignment of groceries.

McLennan A. Guild (managing director and editor of the Kingston "Whig") is president of the Club; with him are J. J. Stewart, past president; A. N. Lister, vice-president, and the following directors: Dr. H. E. Day, Harry A. Miller, R. H. Ward and Rev. W. Taylor Dale.

Kingston Rotarians, by the splendid "Service" rendered during their first year, have done much to exemplify the spirit of Rotary's principal slogan, "He profits most who serves best."

The machinery and other equipment of The Capital, Ottawa's new Liberal paper, was furnished by Miller & Richard, Toronto, according to information supplied at the office of this company.

C. W. N. A. Convention at Ottawa

Arrangements Completed for Annual Gathering—Sessions Will Be Held at Chateau Laurier, June 8 and 9—Prominent Men Will Speak

ALL ARRANGEMENTS have been completed for the holding of the Annual Convention of the Canadian Weekly Newspapers Association. The sessions will be held in the Chateau Laurier Hotel, Ottawa, June 8 and 9.

From information obtained at the Central Office of the Association, the attendance of publishers and their wives will likely be larger than that at Vancouver last year, when about 300 attended.

Arrangements with the railways have been completed, and the transportation forms have been sent out by the manager of the Association. The entertainment while at Ottawa, will be most enjoyable, and will include some notable events, such as "afternoon tea" at Rideau Hall, by the Governor-General;



MR. VICTOR C. FRENCH

President, C.W.N.A., who will preside at the convention

a Ball at the Chateau Laurier; Ottawa Women's Press Club will entertain the ladies of the party. There will also be other social features for the ladies, as well as motor drives for the whole party.

The programme for the session includes, as well as a heavy business programme, addresses by some very prominent persons in the newspaper and printing world. The Convention will be addressed by Hon. W. L. Mackenzie King, Rt. Hon Arthur Meighen, and Hon. T. A. Crerar, the President or General Manager of the National Editorial Association of the United States will be present, and give addresses on association and newspaper work. Mr. A. L. Lewis of the Cost Commission of the United Typothetae of America, and General Manager of Southam Press Limited, of Toronto, will take care of the Commercial Printing part of the programme. Mr. W. J. Dunlop, Director of University Extension of Toronto, will speak on Journalistic Short Courses. Mr. S. N. Wynn, Managing Director of the Yorkton (Sask) Enterprise, will deal with "The Building of a Weekly Newspaper," Margaret Pennell, Manager for J. J. Gibbons, Limited, "Co-operation in Securing National Advertising," Henri R. Renault, "What the Country Merchant expects of the Local Newspaper," J. Murray Gibbon, President of Canadian Authors' Association; R. B. Morley, General Manager, Industrial Accident Prevention Association. The Presidents of the Advertisers' Association and the Association of Advertising Agencies will also be present, and bring before the Convention some very important matters. A new feature of the programme will be a "Question Drawer" for which members are invited to write down their questions and mail to Central Office. This department will be divided into Editorial and News questions; advertising, subscription and circulation questions; job printing and management questions.

Another interesting feature of the Convention will be the display of weekly papers entering the contest for prizes offered by Mr. E. Roy Sayles, Manager of the C.W.N.A. A ten dollar cash prize is offered for the best and neatest home-print weekly and also a ten dollars cash prize for the best weekly using ready print. Any member of the C.W.N.A. publishing a weekly newspaper may enter his publication. Three issues of the paper, are to be submitted to the judges, all bearing date since January 1, 1922. The award will be made on the point system:—20 points for each will be allowed for set-up and display of ads; make-up, considering advertiser's position, and conveniences of the reader; press work; arrangement and classification of local and general news carried; general technical showing of publication considering equipment available. Papers must be filed first morning of the Convention with the Judges, Mr. H. P. Moore of The Free Press, Acton, Ont., and Mr. Hal. B. Donly of The Simcoe (Ont) Reformer, and full information must be furnished of shop, machines, presses, and number of mechanical employees. This latter information to be written on letter paper of exhibitor and attached to the three papers exhibited.

The membership of the C.W.N.A. is now well over the 500 mark. During the past few weeks every non-member has been invited to join the Association, take part in the coming Convention, and assist in the work of improving the printing and publishing business in Canada.

Mr. Victor C. French, president of the Association will preside over the sessions.

"How Do You Do It."

Perhaps the most graceful and valuable tribute ever paid to the worth of Canadian newspaperdom was that uttered by Miss Alma Binzel of Cornell university, when she arose to address the Ontario association of public school trustees in Convocation hall, Toronto, on "Prevention and cure in child training." Smilingly she stepped forward, and, looking brightly into the faces of her expectant audience, her first words were: "How do you do it?" Continuing, she said: "On this, my first visit to Canada, I wish to ask again: How do you do it? We are so over-fed by our American papers on the latest divorce case, the latest murder, or other horror, at breakfast, dinner and supper, that I am impelled to ask about the better way. How do you do it? I arrive in Toronto, and am asked for fifteen minutes of time by a morning paper reporter. Next morning I find, not a first page full of the horrors I spoke of, but real news, happenings of world importance, which all the people should know; and, turning to an inside page, I find my interview honestly and intelligently written up, paragraphs logically connected, and the whole giving a good account of what was actually said. This is something new to me; and again I ask, "How do you do it?"

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Printer & Publisher

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H. D. TRESIDDER - - - Business Manager.

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Featuring Great Canadian Industry

All large countries possess outstanding products, the quality and quantity of which distinguish them from other products of that country and give them a position of pre-eminence among the products of other climes. Canadians have reason to view with satisfaction the many products for which Canada is noted. Our wealth comes from the farm, the factory, the mine, the sea and the forest, and of the products that we have enabled Canada to rank among the richest countries, per capita, in the world, none have attracted more favorable attention that the products of the forest that are turned into pulp, then manufactured into paper.

The paper industry is one of the oldest in the world. When archaeologists uncover ancient records on papyrus, stored for thousands of years, we realize the age of the industry, but it is only in recent years that the manufacture of paper has been brought to a high state of perfection, a state of perfection seen in but few other industries, and Canadians have reason to feel proud of the fact that it is their country where many of the important advances have been recorded.

The development of printing summed up in the word "advertising" has joined hands with progress in education, and development of literary taste, to create a demand for the great natural product of Canada—paper.

It is because of the position Canada enjoys as a manufacturer of pulp and paper, also the relationship existing between CANADIAN PRINTER AND PUBLISHER and users of one of these Canadian products (paper) that the greater portion of this issue is devoted to pulp and paper subjects. The pulp and paper field is broad. It would prove beyond the capacity of this issue to feature the industry fully, and as printers form the greater number of its readers, subjects of interest and instruction to them have been chosen. Space, too, limits treatment in this respect, but as a "paper number" should no doubt be at least an annual event with CANADIAN PRINTER AND PUBLISHER, the subjects omitted on this occasion, or merely touched upon, may be treated fully in another number of this description.

The Long Price List

What is the "long price list?" This is a question many Canadian printers will be inclined to ask in view of its adoption in Montreal and Toronto. Printers who are members of the United Typothetae are probably more familiar with the plan than other printers of the country, as it has occupied the attention of the Typothetae since the list was first introduced in Detroit about eight years ago.

The term "long price list" is vague in itself, so a more explicit term has lately been introduced, viz., "retail price list." "The retail price list is just what its name implies—a list of retail or resale prices," says C. J. Nuttall in the *American Printer*.

Now as to its method. Take it for granted the printer has set 20 per cent as the correct amount of profit he should receive on his paper. Therefore he wants paper merchants to list their prices 25 per cent higher than in the net list and then to grant a 20 per cent. discount to printers. They buyer of printing is not prevented from buying paper from the paper merchant under this plan but he must pay the same price as asked by the printer. In this case the paper merchant credits the amount of discount which would have been his had the latter bought the paper instead of the printing buyer. This may be said to be a minor consideration, however, for the consumer (particularly the watchful purchasing agent) when he finds no advantage in buying direct soon permits the printer to do the buying in the regular way.

Serving the Foreign Printer

If the Canadian Marking Act is not passed and put into effect, insofar as printed and lithographed work is concerned, who is served? The foreign printer, it would appear. Here is the situation.

A United States firm, as an illustration, has a branch in Canada. Printing for the Canadian branch is produced in the United States.

A Canadian firm has a branch in the United States. Printing for this branch in Canada is done in the United States—not in Canada.

Why the difference in methods? The reason is plain. The United States has a Marking Act. That is, all printed matter (or lithographed matter) imported into the States must be marked showing the country of origin. No branch of a Canadian firm doing business in United States wants "Made-in-Canada" on its printing or lithographing, consequently the printing is done in the United States.

On the other hand the United States firm is at liberty to have its Canadian branch printing done by the central office and then sent into Canada unmarked in any respect.

A citizen of the United States knows when he beholds an imported piece of printing or lithographing. It is marked showing the country of origin. Is there any sound reason for the Canadian not having the same opportunity?

A general Marking Act for Canada has been adjudged impracticable for many commodities. No sound reason whatsoever has been advanced however against the application of such an Act, in respect to printed and lithographed products, The Marking Act, covering printing and lithographing, has much to favor its adoption. It would mean several millions of dollars more work for Canadian printers. It would tend to stop the inroads of foreign competition (not only American but German and Japanese) in the legitimate field of the Canadian printer.

All things then being in favor of the Marking Act for imported printed and lithographed products, it is natural to ask why is the Act not passed?

It will be remembered that a general Marking Act was put into effect early in the year, but like a defective, overloaded boat, it foundered under a gale of protests, and printing and lithographing went down with the rest of the cargo. Printing and lithographing can be salvaged, and should be salvaged from the wreckage. We can only see one thing staying the hand of the Government at Ottawa in this matter. That is the fear of setting a precedent for demands on the part of other and inconsiderate claimants, which, at the most, is not sufficient reason for the Act remaining a "dead letter" when the justness of the claims of the printers and lithographers of Canada are endorsed by the Canadian Retail Merchants Association, and the Canadian Weekly Newspapers Association, representing over 500 of Canada's printers and publishers.

The endorsation of the Canadian Retail Merchants Association is especially significant, inasmuch as the Association was among those who strongly opposed in the first instance, and still oppose, the *general* adoption of the Act.

Strike Anniversary, June 1

THE FIRST OF JUNE will witness, in many plants of the printing industry in Canada, the first anniversary of their management under open shop conditions. When the men went out on June 1, 1921, the majority of them were confident that it was only a matter of a week or two before they would be back. Twelve months have now rolled by and still "the strike is on" —technically, that is to say, for as far as the trade is concerned it was over months ago. Jobbing and publishing plants are now running as efficiently as before the strike and in spite of all current stories of poor workmanship the percentage of work refused is actually less than previous to June 1, 1921.

Perhaps the most regrettable aspect of the whole affair is the position of dozens of old-timers (the term is used here in no derogatory sense) who had held steady positions for fifteen, twenty, twenty-five years, or even longer, with one firm. Many a one just filled in his time at a job which had been created specially for him, which was his for life, and which was paid at the scale rate. Many of them had ceased to be an asset to the firm, which, notwithstanding, remained loyal to them. These men have thrown away their "pension job." When the strike is declared off (as it may be on June 1), they will probably find it difficult to find another suitable position of any kind.

The whole strike was ill-advised and has proved nothing less than a catastrophe for a large number of the men. Many a young fellow right in line for promotion has sacrificed his opportunities, to say nothing of the demoralising influence to which he has been subject in idling his time away for a year. One young man, who a year ago was slated for a position as assistant manager in a well-known office, went out on strike and instead of $2,500 a year, which he would have received, has been getting only his strike pay.

On the other hand, another man who joined the staff of an open shop firm made the most of his opportunity. On June 16, 1921, he started in to learn the case and in three months his job work would bear comparison with many of the old hands. He was promoted to the service department as an ad writer, and now holds the position which was in store for one of those who has been satisfied to loaf around for a year.

Surely it is a matter for extreme regret that such a respected and well-conducted body of men as are the Canadian printers generally, should have allowed themselves to be influenced by the "big guns" in the manner they were. Had they approached the matter calmly and considered it from the Canadian viewpoint, having regard to conditions in Canada at the time, there would undoubtedly have been no strike.

True, the majority of them appear to be now heartily sick of the whole affair, but this does not put matters right. The industry has had to meet strenuous times and on June 1 will be entitled to congratulate itself on the manner in which it has pulled through.

Should Pay More Attention To Editorial Practice

THE annual meeting of this Association was held in the pretty village of Drayton on Friday, May 5th. There was a good attendance of members, all but two of the county weeklies being represented. Several from adjoining counties were also welcome visitors: Messrs. Craig & Son, Grand Valley; Mr. Dills, of Acton; Mr. Kester, of Elmira; Mr. MacKenzie of Paisley and Mr. Irwin, of Durham. Mr. E. Roy Sales, manager of the C.W.N.A. was also an appreciated guest.

It is just fifteen years since the Association met in Drayton. Of those in attendance then, only one, A.W. Wright, sec.-treas., then as well as now, was present this year. Of the rest, Mr. J. A. Lambert, the president at that time, has passed Beyond, and the others have either retired or sought other journalistic fields.

The programme on May 5th, was a varied and full one. Mr. E. Roy Sayles gave a much appreciated talk on the work of the C.W.N.A. He outlined the condition of the weekly newspaper business at the present time, and noted the improvement that had taken place during the past four years. He thought too much stress had been laid heretofore on the job end of the work of the country office. He urged that more attention should be paid to the newspaper part of the work. Better prices should be earned by better service. The editor of the country weekly should be a community man and should feature community affairs. He should boom the country, not the city.

Mr. O. R. Wallace, of Guelph, took up the subject of job costs and rates and gave much valuable and definite information out of his own practical experience interspersed with interesting reminiscences.

Mr. J. R. Aitchison of Clifford led in a discussion of the $2 subscription rate. He had not lost a subscriber by advancing to $2. He was followed by G. R. Shebley of the Palmerston Spectator and others. As a result of the discussion the following motion was carried unanimously:

"Moved by K. S. Mills, of Elora, seconded by Rixon Rafter, B. A. of the Arthur Enterprise-News (the very successful blind editor and publisher): "That in view of the fact that there have been no substantial reductions in the cost of paper or of any other commodities going into the production of a newspaper, nor of labor, the Wellington County Press Association is of opinion that the $2.00 subscription price should be maintained."

Municipal printing was discussed by J. C. Templin of Fergus; A. W. Wright of Mt. Forest; D. Mackenzie, of Paisley, J. R. Aitchison, of Clifford and others. The last, who is village clerk, was of opinion that the printing of auditor's reports in detail is compulsory.

A short discussion took place on bookkeeping in country offices and some useful hints were given.

It was suggested that a district meeting be held at Orangeville about Oct. 15th. The matter was left in the hands of Mr. W. L. Craig and the other Dufferin publishers to arrange.

It was decided to retain the prices of the Palmerston list for the present at least.

The following officers were re-elected:

Past Presidents—Rixon Rafter, Arthur; R. E. Mills, Elora.
President—J. C. Templin, Fergus.
1st. Vice Pres.—A. H. Gardiner, Harriston.
2nd Vice. Pres.—B. J. Garbutt, Drayton.
Sec.-Treas.—A. W. Wright, Mt. Forest.

A feature of the gathering was the luncheon hospitably given by Mr. Garbutt in the Magnesium Springs Inn, where the sessions were held.

Speaking at the annual meeting of the American Pulp and Paper Association, Frank B. Willis, Ohio, said that while Canada is a vigorous, friendly competitor, she can produce mechanical pulp 23 per cent. lower and chemical pulp 19 per cent. lower than it can be produced in the United States.

Canadian daily publishers are complaining they have to pay as much for newsprint as their U.S. contemporaries, and magazine, farm and religious publishers, and job printers of Canada complain they have to pay 40 to 60 per cent. more than their U. S. competitors.

Decidedly Opposed To Rebating

Canadian Daily Newspapers Association Discuss Agency Relation at Annual Meeting—F. J. Burd, Vancouver Province, New President

ONE OF THE most important matters that occupied the attention of the Canadian Daily Newspapers Association at its third annual meeting in Montreal on Wednesday and Thursday, May 3rd and 4th, was that of advertising agency relations with the advertiser and with the publisher, with particular reference to the disposal of the commissions allowed by publishers to the agencies. The Association of Canadian Advertisers, which includes some of the largest advertisers in Canada, has for some time been engaged in a campaign to secure such a change in the requirements adopted by the Canadian Daily Newspapers Association for the recognition of advertising agencies as would permit the agencies to bill their clients, the advertisers, at the net rates, adding thereto a service charge which would vary in accordance with the service the advertiser might require.

The C. D. N. A. in granting recognition to advertising agencies, as official solicitors of general advertising, has required that the agencies enter into an agreement not to split or rebate the commissions that the publishers allow to the agencies, believing that rebating tended towards a decrease of the efficiency of the agency in its service to the advertiser and a reduced capacity for the development of new advertising for the publishers.

Before entering upon a discussion of any change in a long established practice, the publishers at their convention were waited upon, by invitation, by representatives of a large number of the leading advertising agencies and representatives of the Association of Canadian Advertisers.

Mr. E. Desbarats, President of the Canadian Association of Advertising Agencies, and Mr. James O'Shaughnessy, secretary of the American Association of Advertising Agencies, spoke at considerable length, pointing out the evils of rebating and assuring the publishers that their respective organizations were heartily in accord with the basis of recognition which the C. D. N. A. had in the past endeavoured to maintain.

Important Resolution

After a thorough discussion with representatives of agencies and national advertisers the Canadian Daily Newspaper Association at their Annual Meeting in Montreal adopted a resolution reaffirming the principle of non-rebating of commissions as the sound basis for the recognition of advertising agencies. The amended clause now places responsibility for withdrawal of recognition upon the whole membership of the Association and places upon the advertising agencies themselves the onus of producing proof of any violation of agreement.

Advertisers State Their Position

After the agency representatives had retired from the meeting, Mr. W. R. Ashcroft of Ames-Holden-McCready, Limited; Mr. W. M. MacKay of Lever Brothers, Limited; and Mr. H. S. Beecher of Society Brand Clothes, were received as representatives of the Association of Canadian Advertisers. The first two addressed the meeting advancing arguments in support of the position taken by their Association, and then the following resolution (passed at the last annual Meeting of the Association of Canadian Advertisers) was read;

"WHEREAS: the existing methods of remuneration as between the national advertiser and the advertising agency, as arranged by the respective publishers and the advertising agencies, are deemed unsatisfactory to the national advertiser,

"BE IT RESOLVED: that it is the sense of the Association of Canadian Advertisers, Incorporated, in convention assembled,

"FIRST: that if desired by the advertiser, agencies shall bill advertisers at net rates after all commissions allowed by the publishers have been deducted from the gross rates, the agency remuneration to be arranged between the agency and advertiser as may be mutually agreed upon,

"SECOND: that publishers shall place no obstacle in the way of agencies making the above arrangement with advertisers, where mutually agreeable,

"THIRD: that the Agency Relations Committee of the Association of Canadian Advertisers, Incorporated, continue its efforts to bring about this result,

"FOURTH: that the Association of Canadian Advertisers, Incorporated, recommend to each member of the Association that he endeavour to place his advertising through his advertising agency on the net basis as outlined above."

Principle Reaffirmed

Following a thorough discussion of the subject and a further interview with representatives of some of the leading advertising agencies a resolution was adopted reaffirming the principle of non-rebating of commissions as the sound basis for the recognition of advertising agencies. The resolution was in the form of an amendment to the clause of the minimum requirements for recognition of advertising agencies which called for an agreement from the agency that it will not rebate or split commissions. The amended clause now places the responsibility for withdrawal of recognition from an agency upon the whole Canadian Daily Newspapers Association, rather than upon the Advertising Policy Committee as heretofore, and places upon the advertising agencies themselves the onus of producing proof that any agency has violated its agreement by rebating or splitting commissions. The clause as amended by the resolution now reads as follows:

"The existing commission system having been proven sound and productive and of great benefit to the advertiser and publisher, the rebating of commission in any form, directly or indirectly, by the advertising agent of the advertiser is considered to be destructive to the best interest of the advertiser, the publisher and the agent and should not be permitted to continue. Therefore, the applicant for recognition shall agree that if recognition be granted such recognition may be withdrawn or such other action taken as the association in its discretion may determine at a general meeting of the membership if at any time it shall be proved to the satisfaction of the association that the applicant has rebated to any of its clients, to any person in the employ of any of its clients or to any other person, either directly or indirectly, any portion of the commission or cash discount, if any, received from publishers. This shall be interpreted as precluding the payment, either directly or indirectly, of all or any portion of the salary of any employee of a client or the permanent or temporary attachment of any of the agency's employees to the staff of any of its clients; and as requiring the agency to collect from the advertiser for all drawings, etchings, typesetting, plates, shipping, etc. and any other work that may be done for the advertiser in addition to the actual preparation of copy for the advertisements in the publications, and the actual handling of the business with the publications."

The report of the Advertising Policy Committee dealt at some length with the work it had done since the last Annual Meeting in an endeavour to consummate on the terms laid down by that meeting the proposed agreement between individual newspapers, individual advertising agencies and the C. D. N. A. These negotiations had failed for the reason that it had been impossible to get certain important United States agencies and a large percentage of the members of the American Association of Advertising Agencies to enter into a similar agreement and because the Canadian advertising agencies had declined to enter into the agreement if it applied to Canadian agencies only.

Standards Of Practice Relating To Advertising

The following recommendations of the Advertising Policy Committee were adopted at the Annual Meeting as standards of practice:

(1) When an advertiser desires to transfer his account from one agency to another the publisher shall demand from the second agency a contract to expire 12 months from the date of the first agency's contract at the same contract rate and for such an amount of space as may be required to complete the first agency's contract together with a guarantee from the second agency that it will assume short rate obligations not only on the space used by it but on the space used by the first agency in case the total space used on the two contracts is not sufficient to earn the contract rate.

(2) To publishers who allow a cash discount the twentieth of the month following insertion is recommended as a standard discount date to advertising agencies.

(3) Publishers may collect the short rate on a contract with an advertiser, if broken through bankruptcy of the advertiser, when provided for in the publisher's contract. Publisher's contracts with advertisers who place their advertising direct with publishers should contain a clause stating that the rate fixed by the contract is contingent upon the advertiser using the total space contracted for and if by reason of the advertiser's death, bankruptcy or insolvency or from any other cause whatever the total space contracted for is not used, the advertiser agrees to pay for the amount of space actually used at the rate quoted on the publisher's current rate card for that amount.

(4) No commission should be allowed on the local advertising of a retail store which is one of a chain of stores even though the advertising or copy may be secured only from the head office of the concern or from an advertising agency. Those publishers who have a local rate should charge that rate.

(5) The word "advertisement" should be used by publishers in a reasonably conspicuous manner to identify as advertising matter, annual reports of financial concerns or any other advertising which on account of the style of type and general lay-out may otherwise be mistaken for ordinary "news" reports. Where such advertisements are ostensibly advertising matter the word "advertisement" is not necessary.

Report Of Labor Committee

That the outlook for Canadian daily newspaper publishers in so far as labor is concerned is brighter than it was twelve months ago was evident from the report submitted by the Labor Committee. There had been considerable uncertainty as to the extent to which demands for a 44-hour week might be made but considering the result that has attended the efforts of the I. T. U. to secure the shorter work week for job printers it seems improbable that there will be any concerted effort to enforce similar demands upon newspapers.

The report dealt with negotiations during the past year between the Labor Committee and officials of the I. T. U. to secure an arbitration agreement for the C. D. N. A. The officials of the I. T. U. have assured the Labor Committee that an arbitration contract along the same lines as might be followed in a new contract with the A. N. P. A. would be open for acceptance by the C. D. N. A. provided a reasonable number of Canadian publishers desired it. Up to the present no agreement has been reached between the A. N. P. A. and the I. T. U. for the reason that the A. N. P. A. is insisting that the new contract shall provide that all matters at issue shall be subject to arbitration. As a result of the non-completion of an agreement between the A. N. P. A. and the I. T. U. no arbitration agreement has yet been reached between the C. D. N. A. and the I. T. U. although an invitation has recently been received from the I. T. U. to renew negotiations.

Arthur Partridge Manager C.D.N.A.

Arthur Partridge, late of The Rochester Post-Express, was appointed General Manager of the Canadian Daily Newspapers' Association at a meeting of the Executive during the annual meeting of the Association at Montreal. He was formerly advertising promotion manager of the C.D.N.A. Mr. Partridge succeeds William Wallace, who resigned and has been appointed to the advertising staff of the Toronto Star.

Strikes During The Year

Since the last Annual Meeting there have been strikes in only two daily newspaper offices in Canada. Both of these were instituted to enforce among other demands the 44-hour week. In both cases the publishers offered successful resistance with the result that agreements satisfactory to the publishers were finally arranged. Strikes were also threatened by the local Typographical Unions in London, Quebec and Windsor but in all cases the differences were settled satisfactorily and strikes averted.

Among the important events of the year referred to in the Labor Report it is worthy of note that typographical contracts were made or renewed in seventeen Canadian cities at the same scale as paid under previous contracts and five contracts were made at reduced scales. Typographical contracts at increased scales were made in only six cities. During the year the 44-hour week has been granted to newspaper offices in only two cities in Canada where it had not previously been in effect.

Increased Postal Rates

The report of the Postal and Parliamentary Committee dealt with the heavy burden imposed upon daily newspaper publishers by the increased second-class postal rates which became effective January 1, 1921 and January 1, 1922, the last increase making the rate six times what it had been in December, 1920. Efforts to secure a more gradual increase had not been successful.

Promotion Work

The report of the Advertising Promotion Committee was submitted by Mr. W. B. Preston, Chairman, who included in his report a detailed statement by the manager of the department. Mr. Arthur Partridge gave all the activities of the department for the year. An important point brought out in respect to promotion work was the efficacy of daily newspaper advertising for presenting the statements of government departments for public consumption; that is display advertising has proven more readable and effective than dry news reports for keeping the people of the country informed on matters of public business. The Promotion Committee have been endeavoring to interest the government department heads in this desirable form of presenting information, and while but little progress has yet been recorded there is reason to feel hopeful of tangible results before the next annual meeting.

Other Resolutions Adopted

Resolved:

That with unfeigned sorrow we record the passing during the year of four of our esteemed members, men who gave unsparingly of time and thought throughout many years in the upbuilding of the newspaper profession in Canada.

That this Association in noting the entering into life eternal of these valued confreres, W. B. Burgoyne of the St. Catharines "Standard," J. T. Hawke, of the Moncton, N. B., "Transcript," C. J. Bowell, of the Belleville "Intelligencer," and David Bean, of the Kitchener "Telegraph," do so with all reverence, acknowledging their worth, their capacity and their rare endowment,

and appreciation of how much they adorned and honoured their calling, leaving worthwhile memories to their successors.

That we convey to the bereaved our collective sympathy and condolence. And that a copy of this resolution be conveyed to the families of each of the departed.

That this association, with unstinted pleasure, desires to record its appreciation of the splendid service rendered by Mr. J. E. Atkinson during his presidency. He has with dignity and with distinguished credit added honor and strength to the office and our sincere thanks are due him for his efficient and painstaking work.

That the fullest praise be accorded to the various chairmen of committees for assiduity, for comprehension of the work assigned, for clarity of vision as to the needs of the association and tactfulness in presenting their conclusions. A deep debt of gratitude is also due the committee men. The Board of Directors and the officers of the association are to be commended for constant watchfulness and good despatch of business.

That this association express its thanks to Mr. William Wallace, the late manager, for his helpfulness since February last in his advisory capacity to the acting manager. The services of Mr. Wallace during his term of office were unqualifiedly successful and it is with regret we find ourselves having to part with him. We appreciate his splendid service and will hope for his continued interest in the Association.

That the Canadian Daily Newspapers Association place on record its appreciation of the work of the Montreal Committee, of which Mr. J. R. Henderson was Chairman, in so capably handling the arrangements for the Annual Meeting.

That the thanks of this Association be conveyed to the honorable speakers at the banquet for their admirable addresses, to those who sang so splendidly, and to all who so capably conceived and carried out the event.

That the Canadian Daily Newspapers Association express its thanks to the Canadian Export Paper Co. Limited, for its interesting and instructive moving picture film on paper making.

That the hearty thanks of the Canadian Daily Newspapers Association be extended to the Montreal Women's Press Club for entertaining the ladies at Afternoon Tea and during their visit.

That the thanks of the Canadian Daily Newspapers Association be extended to the Montreal Harbour Commissioners for their great courtesy on personally conducting its members in inspection tour of the Montreal Harbour.

That the Canadian Daily Newspapers Association place on record its appreciation of the courtesy of the Windsor Hotel Company in providing accommodation for the Annual Meeting and for the general care taken of its members.

List of Those Present

W. L. Agnew, Times-Journal, St. Thomas; James R. Allan, Spectator, Hamilton; E. J. Archibald, Star, Montreal; J. E. Atkinson, Star, Toronto; N. T. Bowman, Evening Telegram, Toronto; Mrs. I. E. Bowell, Intelligencer, Belleville; F. J. Burd, Province, Vancouver; H. B. Burgoyne, Standard, St. Catharines; W. H. Coleman, Globe, St. John; F. W. Crabbe, Citizen, Ottawa; C. F. Crandall, World, Vancouver; R. J. Cromie, Sun, Vancouver; J. W. Curran, Star, Sault Ste. Marie; Chas. Dingman, Herald, Stratford; L. H. Dingman, Times-Journal, St. Thomas; G. A. Disher, Citizen, Ottawa; J. S. Douglas, Mail and Empire, Toronto; J. G. Elliott, British Whig, Kingston; F. B. Ellis, Globe, St. John; Florian Fortin, L'Evenement, Quebec; H. J. Foster, Reporter, Galt; R. B. Harris, Herald, Hamilton; R. M. Glover, Examiner, Peterboro; L. A. Guild, British Whig, Kingston; W. C. R. Harris, Star, Toronto; S. T. Hill, Standard, Kingston; J. R. Henderson, Gazette, Montreal; John M. Imrie, Journal, Edmonton; F. I. Ker, Spectator, Hamilton; H. E. Lemieux, Le Droit, Ottawa; W. J. Little, Star, Montreal; A. D. McKenzie, Canadian Observer, Sarnia; E. H. Macklin, Free Press, Winnipeg; A. D. Macneill, Gazette, Glace Bay; Thos. Miller, Times, Moose Jaw; W. J. Moore, Recorder and Times, Brockville; V. E. Morrill, Record, Sherbrooke; A. C. Morton, Herald, Montreal; W. J. Motz, Record, Kitchener; H. B. Muir, Advertiser, London; K. W. O'Beirne, Beacon, Stratford; R. F. Parkinson, Journal, Ottawa; Georges Pelletier, Le Devoir, Montreal; T. H. Preston, Expositor, Brantford; W. B. Preston, Expositor, Brantford; P. D. Ross, Journal, Ottawa; Geo. E. Scroggie, Mail and Empire, Toronto; D. Smith, Times-Journal, Fort William; E. G. Smith, Telegraph, Quebec; J. Birnie Smith, Advertiser, London; M. L. Sullivan, Intelligencer, Belleville; W. J. C. Sutton, Gazette, Montreal; L. J. Tarte, La Patrie, Montreal; W. J. Taylor, Sentinel-Review, Woodstock; C. Thomas, Free Press, London; John H. Tovey, Free Press, London; G. H. Wilson, Post, Lindsay; J. H. Woods, Herald, Calgary.

Officers Elected

President—F. J. Burd, Province, Vancouver, B. C.

Past-president—J. E. Atkinson, Star, Toronto, Ont.

Vice-president—T. H. Preston, Expositor, Brantford, Ont.

Treasurer—N. T. Bowman, Telegram, Toronto, Ont.

Directors—F. B. Ellis, Globe, St. John, N. B.; W. H. Dennis, Herald, Halifax, N. S.; Florian Fortin, L'Evenement, Quebec, Que.; L. J. Tarte, La Patrie, Montreal, Que.; Lord Atholstan, Star, Montreal, Que.; J. R. Henderson, Gazette, Montreal, Que.; P. D. Ross, Journal, Ottawa, Ont.; Geo. E. Scroggie, Mail and Empire, Toronto, Ont.; R. M. Glover, Examiner, Peterboro, Ont.; W. J. Taylor, Sentinel-Review, Woodstock, Ont.; R. B. Harris, Herald, Hamilton, Ont.; E. H. Macklin, Free Press, Winnipeg, Man.; C. A. Elvin, Star and Phoenix, Saskatoon, Sask.; J. H. Woods, Herald, Calgary, Alta.; F. F. Payne, News, Nelson, B. C.

Manager—Arthur Partridge (appointed).

Assistant Manager—D. B. Taylor (appointed).

Chairmen Of Committees

Advertising Policy and Promotion Committee—H. B. Muir, Chairman, Policy; W. B. Prewton, Chairman, Promotion.

Circulation Committee—W. L. Argue, Chairman.

Costs and Records Committee—D. I. Ker, Chairman.

Labor Committee—J. R. Henderson, Chairman.

Paper Committee—Hon. Frank Carrel, Chairman.

Postal and Parliamentary Committee—Col. R. F. Parkinson, Chairman.

The foregoing chairmen were appointed by the Board of Directors.

Notable Speakers at Banquet

Newspaper proprietors, publishers and editors who assembled at the Windsor Hotel, Montreal, for the convention banquet of the Canadian Daily Newspaper Association, had the opportunity of hearing from two leading statesmen, the Minister of Justice and the ex-Premier of the Dominion, something about the power and the responsibilities of the press. Sir Lomer Gouin treated it rather from the internal point of view and urged upon his hearers their opportunity and duty of brushing away inter-provincial and internecine bickerings and jealousies, while the Right Hon. Arthur Meighen dwelt upon the international situation and the power of the press to help to straighten this out, and he expressed his opinion that the press was not doing its best to help leading statesmen of the world to solve the immense problems of the day.

Present at the banquet, which was held in the Prince of Wales salon, in company with the delegates to the convention, were lady members of their families. The gathering was presided over by Frank Burd, of Vancouver, the newly-elected president of the Canadian Daily Newspapers Association, and with him at the head table were Sir Lomer Gouin; Mr. and Mrs. T. H. Preston, of Brantford, Ont.; J. H. Woods, Calgary; J. E. Atkinson, of Toronto; J. D. Ross, of Ottawa; R. S. White; while later in the evening the Right Hon. Arthur Meighen and Mrs. Meighen, together with the Hon. C. C. Ballantyne, came in.

The president, Frank J. Burd, read a telegram of regret from the Prime Minister, Hon. W. L. Mackenzie King, at his inability to be present.

Oppose Forty-four Hour Week

Open Shop Division Formed at Annual Meeting of American Newspaper Publishers' Association

OPPOSITION to any effort to introduce the forty-four -hour week into newspaper printing plants and the establishment of an open shop division of the American Newspaper Publishers' Association were outstanding features of the annual convention of that organization held in New York at the Waldorf-Astoria from April 26 to April 28.

T. R. Williams, of the Pittsburgh Press and ex-president of the association, in an address said the full weight of the powerful organization he heads will be pitted against any effort to introduce the forty-four-hour week into newspaper plants.

He further said greater production, rather than cutting of wages, is needed in the business readjustment of the country. Mr. Williams called on the publishers to eliminate waste in newspaper plants of the country. He said: "The high cost of labor is not so serious a matter now as securing the co-operation of labor to give efficient, full time, usable work in return and devising means for attracting and training apprentices in the trades so that there will be sufficient labor to meet the future demands of the rapidly growing and expanding newspaper business. However, it is conceded on all sides that present wage scales are too high and that reductions must follow.

"Nor is the high cost of labor so serious as the high cost of waste both in direction and in plant operation."

In regard to the Open Shop Division it was stated emphatically that it was not to be construed as a declaration of war on the unions and that the new bureau would, "under no circumstances be used as a strike-breaking organization." The movement establishing the Open Shop Division was defined by Earl J. McCone, of the Buffalo *Commercial*, secretary of the Open Shop Association of the A. N. P. A. Mr. McCone said that his organization last year had thirty-six members and that he came to the convention with a backing of 206 members. The resolution was introduced by D. D. Moore, of New Orleans. The resolution read:

"Whereas the open Shop Division of the Typothetae has proved a source of strength and benefit to the job printer, and frequently to the newspaper publisher, in his time of need; therefore, we believe the time has arrived when the A. N. P. A. should set up an open shop division to be maintained and operated without opposition or prejudices to any other department of the organization, such a division to constitute a unit of the organization to which publishers who wish to establish and maintain open shop conditions in the mechanical departments may turn for aid. Therefore, be it

"Resolved, That the Board of Directors be instructed to proceed at once to set up an open shop division of the A. N. P. A. under such conditions as will enable it to become a substantial aid to members who desire permanently to operate under open shop conditions, it being definitely understood that this department is under no circumstance to be used as a strike-breaking organization."

A committee consisting of D. D. Moore, of the New Orleans *Times-Picayune;* Harry Chandler, of the Los Angeles *Times*, and W. A. Elliott, of the Jacksonville, (Fla.) *Times-Union*, has been authorized to take charge of setting up the Open Shop Division.

Other Important Resolutions

Some of the other important resolutions passed at the annual meeting of the American Publishers' Association follow:

Resolution opposing tariff on sulphite pulp or other wood or forest products used in the manufacture of newsprint:

Whereas, It appears to this Convention from the report of the Committee on Federal Laws, that a tariff on one of the principal constituents of newsprint is threatened by a tariff bill now pending in the United States Senate, and that the supply thereof in the United States is wholly inadequate to supply the domestic demand, and

Whereas, It further appears that every consideration in favor of the retention of newsprint on the free list can be put forth with equal force in the case of sulphite pulp, therefore be it

Resolved, That this Convention directs its Committee on Federal Laws to vigorously oppose all efforts to establish any duty whatever on sulphite pulp or upon any of wood or forest products entering into the manufacture of newsprint as well as to oppose all efforts to establish any duty on news-roto, or other papers customarily used in the publication of newspapers.

Exhibits of Equipment

The prominent printing machinery manufacturers displayed their equipment at the Convention to good advantage. Prominent among the exhibitors were the following well known names: Mergenthaler Linotype Company; R. Hoe & Co.; Pollard Alling Co.; Duplex Printing Press Co.; Intertype Corporation; Goss Printing Press Co.; International Syndicate; Ludlow Typograph Co.; Miller Saw-Trimmer Co.; Cline Electric Co.

Want Charter With Broader Scope

ACCORDING to the terms of a resolution passed at the annual general meeting of the Canadian Press, Limited, at Toronto May 2, the present charter of that organization will be surrendered and application made, under the non-profit sharing clauses of the Dominion of Canada Companies Act, for a new charter with enlarged powers under the name of "The Canadian Press."

Reports of the president and management recorded a continued improvement in news service. The membership expressed appreciation of the value of the direct London cable service inaugurated last year by authorizing increased assessments on this account.

C. F. Crandall, chairman of the Costs Committee which has been working for a couple of years to evolve a more scientific plan of assessment, presented a report. This was adopted to take effect next year.

Directors Chosen

Directors for the coming year were elected as follows:

Nova Scotia—G. Fred Pearson, Halifax Chronicle.

New Brunswick—F. B. Ellis, St. John Globe.

Ontario and Quebec—H. Gagnon, Quebec City Soleil; John Scott, Montreal Gazette; E. J. Archibald, Montreal Star; E. Norman Smith, Ottawa Journal; W. J. Wilkinson, Toronto Mail and Empire; Irving E. Robertson, Toronto Telegram; W. J. McNair, Hamilton Herald; T. H. Preston, Brantford Expositor.

Manitoba—E. H. Macklin, Manitoba Free Press; Vernon Knowles, Winnipeg Tribune.

Saskatchewan—Burford Hooke, Regina Leader.

Alberta—J. H. Woods, Calgary Herald.

British Columbia—C. F. Grandall, Vancouver World.

At a subsequent meeting of the Board of Directors officers for the year were elected as follows: President, E. Norman Smith; first vice-president, E. H. Macklin; second vice-president, G. Fred Pearson; J. F. B. Livesay, general manager, was elected Secretary.

A. R. Ford, London Free Press, and W. J. Wilkinson were re-elected, respectively, chairmen of the evening and morning paper sections of Ontario and Quebec division.

Consuming Lot More Paper

Circulation returns for the New York City dailies for the six months ending March 31 total 3,659,048 copies, an increase of 91,000 over the corresponding period of a year ago, while in size, as stated, they show a proportionately still greater consumption of paper.

Typography of Advertisements

Type Should be Arranged to Blend With Illustrations so as to Secure Distinct Impression of Design and Form

Synopsis of Address by James Imrie, Before Toronto Club of Printing House Craftsmen

"WHAT advertising expects of Typography" formed the subject of an interesting and instructive address by James Imrie, before the Toronto Club of Printing House Craftsmen, at the last meeting of the club, Wednesday, April 26.

Job typography, book typography, and advertising typography may be said to be three important branches of the printing industry. It fell to the lot of Mr. Imrie, as a close student of things pertaining to printing and advertising, to point out the duty that type is expected to perform in making advertisements fully effective—all other things being equal.

A printer for instance is given copy for an illustrated advertisement. The illustration may possess peculiarities of shape and other features of design, so drawn for a definite purpose—to carry home the point of the message. It was proven by the speaker that the construction of the typographical part of the advertisement could make the point of the message one hundred per cent. effective, or it could fail in its duty to a point where it would be a detriment rather than an aid.

Carefully displayed advertisements from leading magazines were used by Mr. Imrie as examples of what advertising expects of typography. To make the points clear large charts were exhibited showing the contour of the arrangement of these various advertisements.

The effective advertisement of to-day usually attempted to bring out one dominant point. The designer has this in mind when preparing the advertisement and he draws the illustration accordingly—that is, he gives it the contour, or shape, best calculated to emphasize the one main point. The advertiser then expects the printer to carry out the idea in type. If the printer succeeds the whole advertisement is then a unit, a perfect blending of type and illustration.

The advertisements used for demonstrating purposes by the speaker on this occasion were evidently prepared by an advertising expert. In all probability the type arrangements were previously designated and not left to the choice of the printer, but when type arrangements are left to the choice of the printer the advertiser expects him to use judgment in presenting the type message so that the impression received will be direct to the point.

Printing progress of the last twenty-years, which has been very remarkable, has been due to the demands of advertising, stated Mr. Imrie. The type faces and methods of display existing a score of years ago have gone by the board. The Antiques, Clarendons and Gothics have given way to Caslons, Cheltenhams, and Goudys. Instead of attempting to crowd a half dozen ideas in an advertisement and employing numerous unrelated type faces, borders and frills, the modern printer, to meet the demand of modern advertising, has been compelled to adopt clean-cut methods of typography; he has been obliged to clear away the superfluous effects and direct the type message along the paths of least resistance.

It was noted that the advertisements shown by Mr. Imrie were without borders. This brought forth a question respecting their merits and demerits. The speaker was asked for his view on this question, and it was evident from his answer that he preferred advertisements without borders as a general thing, though agreeing that borders were indispensable in certain classes of advertising. The purpose of a border, it was pointed out, is to hold the parts of an advertisement together. If the parts are blended together, as in the case of the samples shown, no border is necessary. It is best in most cases to regard borders as superfluous unless satisfied that they serve a purpose; in fact anything superfluous should be omitted. Borders of course serve a useful purpose in newspaper advertising, for providing distinction between a number of advertisements on a page. Trade papers, too, employ borders to a great extent due probably to habit and the plainness of copy provided the printer. Trade papers nevertheless, are following the example set by the prominent magazines, and are using fewer and fewer borders.

The question of initial letters was raised, likewise paragraph marks. Judgment must be used in respect to initials, said Mr. Imrie, they have their good points and their bad ones. If an initial letter facilitates the reading of the message and influences the eye of the reader to the point of interest, use it. If it acts as an irritant, omit it, and seldom use a number of initials of one size in a small compass. As to paragraph marks, they should be used sparingly. The speaker, in fact is entirely opposed to employing paragraph marks in any good piece of printing, advertising or otherwise, as they mean nothing.

The use of the en-quad for space between sentences in type matter came up for discussion. The en-quad is now in widespread use among printers in the United States. Commenting upon this Mr. Imrie favored the use of the en-quad as it lessened the number of eye-irritating gaps usually seen in text-matter containing a number of sentences and paragraphs. Some of those present were inclined to the belief that the use of the en-quad was merely a fad, and would die out, an opinion which was not held by the speaker, who predicts ultimate universal adoption.

Winding up his address, Mr. Imrie said, there are four requirements that an advertiser, or advertising expects of typography, namely;—

1.—Directness of impression with all the barnacles and impediments swept away.
2.—Distinct impression of design and form.
3.—A synchronizing of the type elements with the illustration.
4.—Distinctiveness and simplicity, rather than obscurity and complexity of arrangement.

Mr. Imrie took his seat amidst an outburst of applause and was then accorded a hearty vote of thanks by the meeting.

Preparing to Go to Boston

Among the principal items of business to come before the Toronto Club of Printing House Craftsmen at the last meeting of the club was that of the number of members who were expected to "take in" the Boston Convention, August 28 to September 2. Twelve of those present signified their intention of attending, which is regarded as a good start. The list will grow no doubt as the time for the big event approaches.

It was agreed to pay the registration fee of the five members of the club who will act in the capacity of delegates at the convention, the delegates to be elected by ballot at the next meeting and the list of nominees to be sent to the members in the meantime.

Graphic Arts Exposition held in Chicago last year was the seed from which future Craftsmen expositions will be grown. Boston took the cultivator and has gently mused this wonderful seed to full growth, and now they are able to say, "What Chicago has sown, see what we will reap." From an exposition of 30,000 square feet of working machinery, Boston will produce a wonderful plant of over 100,000 square feet. This exposition will contain every thing shown at Chicago, with the addition of a large department containing box making, a department for a printing exhibition, cloth and wallpaper printing machinery.

The Boston Club of Printing House Craftsmen have organized a Boston Graphic Arts Exposition, incorporated under the laws of the State of Massachusetts, and many months have been spent already in preparation for the gigantic show.

The exposition is conducted for no profit to any individual or organization, but it is held to bring a closer co-operation between the exhibitor, employer printer and the consumer of printing, and to further the educational policy of the International Association of Printing House Craftsmen.

"B-in-Boston" the slogan adopted, which may be interpretated as an invitation to all Canadian printers to attend.

TYPOTHETAE ACTIVITIES

F. E. Fontaine Elected President

At the annual meeting of the Montreal Graphic Arts' section of the Canadian Manufacturers' Association held in the National Club, the reports, which were considered satisfactory, were adopted, and the following officers were elected:—President, F. E. Fontaine, Canadian Advertising, Limited; vice-president, S. C. Simpson, Dodd-Simpson Press; treasurer, Gerald M. Markham, Federated Press, Limited. The executive committee is composed of W. W. Southam, W. A. Desbarats, J. R. Henderson, G. E. D. Cornell, Henry Upton, R. W. Lovell, E. Sawyer, Thomas V. Bell, Harold Dawson, C. C. Ronalds, A. Menard and Tom Mitchell.

Cost System a Success

The Cost Committee and the Labor Committee of the Montreal Typothetae presented reports of more than ordinary interest at the annual meeting last month. The reports follow:

Cost Committee Report.—At the time that the survey was made of the City of Montreal, 13 cost systems were in operation from which we could successfully get reports of costs on the different operations of our business. During the past year 16 new installations have been successfully established and are at the present time operating well, and we now have a total of 40 cost systems from which we can draw accurate costs of the different operations in our industry. From these costs, as you know, we have been able to establish and maintain selling rates which you receive on printed forms from time to time as the rates change.

In addition to this we have been able to induce the whole of District No. 16 to adopt the rates that we established. This District No. 16 comprises the competitive area of Fort William and east, the main cities which we compete with being Hamilton, Toronto and Ottawa. If one, therefore, stops to think they will realize of what value the cost system has been to the printing industry not only in Montreal but in the whole of District No. 16, in that we have at the present time suggested rates to work from.

The printers are not burdened with a lot of these lists going out, as they are only printed when a change is found necessary by our cost returns, and not more than three or four lists have been published and sent out during the past year.

In addition to this piece of work, the cost system provides for all systems reporting, a memorandum at the end of each month showing the general cost for the City of Montreal, and the individual cost for the particular shop that sends in its cost returns. At a glance, therefore, the manager of any one of these offices can see whether his costs are running high, low or on the average.

The three best things that the cost system, therefore, has done in the last year have been, first of all, the establishing of 16 new cost systems in the City of Montreal, the publishing of suggested selling rates, and the producing of monthly statements showing the average and individual costs. On the part of those doing the work in collecting this data it has been a strenuous piece of work; at the same time the results have been so gratifying that it reduces the burden to a minimum, and the Cost Committee would like to add a word of thanks to those who have been so good as to co-operate so well with the Cost Committee as they have during the past year.

W. W. SOUTHAM,
Chairman Cost Committee.

Labor Situation at Montreal

Labor Committee Report.—Since July 1st, 1921, when the strike of the compositors occurred, and at which time there were practically no compositors at work in the various printing offices in Montreal, the shops representing approximately 87% of the printing done in the City of Montreal have gradually built up new staffs, until to-day they have 338 compositors at work. There were 356 who went out on strike on July 1st. These shops are now all fully manned and a great many of the employees are more efficient than those who went out on strike, and those who were started in as what we might call "two-thirders" have gradually developed into first-class compositors.

The work of the Labor Committee, naturally at the start, was very strenuous. At the same time the co-operation that the Labor Committee received from all the printing offices interested was of such a good nature that we were able to maintain our output in a reasonable sort of a way at the start, until at the present time we have reached a normal condition.

As you know, the Typographical Union was offered arbitration to settle the differences before as well as after the 1st of July. The Typographical Union have endeavored at various times since the 1st of July to effect a settlement, but in this, so far, they have been unsuccessful, the one and only reason being that they still refuse to arbitrate our differences. So far as your Labor Committee is concerned we do feel that nothing could be fairer than the offer that we have always held open to the Typographical Union, to arbitrate any difference in the present difficulty. We, naturally, in this have received the support of the public, and there does not seem, therefore, any other method of settling the present disturbance except by arbitration.

The Labor Committee have worked earnestly to the best interests of the whole industry in Montreal, and they take this opportunity of thanking very sincerely the whole membership of the Montreal Employing Printers who have given them the wonderful support that they have.

W. W. SOUTHAM,
Chairman Labor Committee.

Presented With Cabinet of Silver

The regular monthly dinner-meeting of the Graphic Arts Section of the Canadian Manufacturers Association, Montreal, was held May 4th at the National Club and over seventy of the leading printers of the city were present.

George N. Voorhees, director of Research Department of U. T. A. Chicago, and William L. McKay, one of the Field Secretaries of the U. T. A. were at the meeting.

This being the first meeting under the chairmanship of the newly elected President, F. E. Fontaine, the opportunity was taken by the members to present to ex-president Gain E. D. Corneil, a very handsome cabinet of silver. William A. Desbarats, one of the ex-presidents of the association, paid a glowing tribute to the work done on behalf of the printing industry by Mr. Corneil during his two years of office as president, and the presentation, towards which every member of the organization subscribed, was a splendid token of his popularity and the goodwill of all of the members.

Harry Upton, on behalf of the members, presented Mr. Corneil with a beautiful bouquet of American Beauty Roses, for Mrs. Corneil, and after several members had made some very eulogistic remarks, Mr. Corneil thanked the members for this evidence of their goodwill in a most appropriate and feeling manner.

Geo. N. Voorhees, who had come from Chicago especially to attend this meeting, addressed the members at considerable length on the U. T. A. Standard Price List, and judging from the large number of questions received by Mr. Voorhees, it was quite evident that the Printers of Montreal are fully alive to the tremendous value of the Standard Guide.

Mr. Voorhees is staying a few days in Montreal to advise the members of this Association regarding their estimating and production problems.

An Effective Advertising Piece

"Mohammed's Mountain" is the title of a fine piece of advertising literature being sent out by the Toronto Typothetae in the campaign for better advertising designed to educate the customers of printing to the use of art work, printer's ink and better printing generally, in the conduct of their business, and incidentally to boom the printing trade. The sample, which was made by the Service Press, 50 Pearl street, Toronto, is one of a series of twelve being sent out to a selected list of consumers of printing and the campaign has already been fruitful. A similar campaign is on in Montreal.

The scheme is being directed from the Toronto Typothetae office by a joint committee from the Toronto Typothetae, the Canadian Pulp and Paper Association and the lithographing organizations. "Mohammed's Mountain" points out that Mohammed had the right idea in bringing the big hill to him and the principle is applied to the business man who is casting around for schemes to increase his output. It is a three-color job in mauve, orange and black.

Toronto Shops Plenty of Help

The labor situation in the printing trade in Toronto continues to be favorable to the open shop firms of the city, which have sufficient compositors to more than take care of the work being received. Over 200 men have been trained through the typothetae school in Toronto and in addition many of the printing firms have training schools of thier own in their plants. Altogether about 720 persons have been trained, including a number of men who have been brought in from outside points.

As far as the employers are concerned the strike, which has been going on for twelve months, is over, as there is no shortage of compositors to work in the open shop. While trade generally is somewhat quiet, the strike situation is viewed as entirely favorable from the employers' standpoint and appears not to be affecting general business conditions.

To Show Romance of Paper

At the April meeting of the Winnipeg Typothetae the entertainment committee announced that the U. T. A. educational film, "Romance of Paper and Sick Print Shop" will be shown in Winnipeg on July 10, at which time the country newspaper publishers from Manitoba will be in the city to attend the annual short course and conference for publishers which is to be held at the Manitoba Agricultural College.

Talk of Long Price List

President O. H. Pollard, Winnipeg Typothetae, who attended the meeting of the U. T. A. executive council in Chicago recently, outlined the latest developments in the long price list controversy in the United States.

The adoption of a long price list in Winnipeg was also discussed at great length and the membership of the Typothetae appears to be almost unanimously in favor of its introduction.

To Install Credit Bureau

Plans are practically completed to install a complete credit bureau in the office of the Winnipeg Typothetae. The preliminary work will be started in the near future and will be completed upon the arrival of U. E. A. Field Secretary McKay who is due in Winnipeg the latter part of May.

With business in its present condition it is felt that the credit bureau will fill a long felt need and will result in the saving of considerable amounts by the members of the Typothetae.

Reduction in Wage Scale at Calgary

According to a report from Calgary the dispute between job printers and employers has been settled by an agreement by which the men will receive 92½ cents an hour for six months and 90 cents an hour thereafter. They formerly received $1.00 an hour.

Winnipeg Cost Work

Since the addition to the staff of the Winnipeg Typothetae was made, the cost work has received more attention and substantial progress has been made. Cost systems are now in operation in the plants of twenty-two members and it is expected that this number will be increased in the near future. The monthly composite statements have been issued promptly each month and each member submitting a 9H Sheet has been furnished with a "red ink analysis" which gives him the comparison between his own costs and those of the city. In addition each member is furnished with U. T. A. Form 18 which gives him a comparison month by month of his own figures. The production figures on the composite statement have provoked much favorable comment and have given many members a new light on press production.

Stationers Talk Organization

It is reported that the Stationers of Winnipeg are about to form an association along the lines of the Typothetae. This is largely due to the efforts of Charles Blanchard of the Blanchard Stationery Company, who is one of the most active of the Typothetae members.

Voorhees Gathering Canadian Records

George N. Voorhees, Assistant Director of the Department of Research, has gone to Canada for a couple of weeks to gather production records in the Government Printing Plant at Ottawa, also in plants in Montreal and Toronto. This will form most valuable data which will be given to the membership as soon as it can properly be arranged.

Toronto Firm Has Fine Exhibit

A splendidly arranged and attractive display of art work and printing, representing the work that has been turned out by Rous & Mann, printers and designers, is on display at the firm's plant in Simcoe Street, Toronto. Invitations are being sent out to the company's larger customers and to others interested in the printing trade to view the exhibit which takes up nearly three thousand feet of floor space, in addition to the pillars and walls, which bear samples of show cards, window trim, hangers, labels, box tops, cut-outs, calendars and all kinds of high-grade commercial and direct-by-mail advertising. There are some very fine samples of advertising booklets, both financial and commercial, in which the firm specializes. As an example of the high degree reached by the company, both in the art and mechanical departments, the exhibit is a revelation to printers and an education to the many who have already visited the display.

Saves Money on Printing

The annual report of the editorial committee submitted to the Canadian Parliament recently calls attention to the fact that the Government of the United States has followed Canadian precedent by establishing a permanent conference on printing with a view to reducing printing expenditure, as it is done in Canada. The Canadian committee has now to its credit, according to the report, an aggregate saving of $1,238,000 since its inception in 1917.

The Hope of the Printer for BETTER PRICES

will be realized by equipping his office with S. & B. Type and Material. Why? Because your customer will be pleased with the clean, clear appearance of the work you do for him by using our type, as it will always print with a clean face by reason of the hard metal we use; **it never wears out**; also because the face is cut extra deep and does not fill up and become smeared with ink, etc.

This means longer wear of your type and less cost in buying, helping you up to better and larger margins in your work. We carry a large stock of the latest faces and can serve you quickly.

In material we produce the best, and it will pay you to buy our material and save money, it has the lasting qualities.

Selling Agents for:

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Strips or Labor-Saving
DRAWN
Leads, Slugs
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Prices:

Strip Leads	- -	*19c lb.*
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Cut on Saw & Trimmer

We are prepared to make rush delivery on any quantity order.

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DeCarle-Wareham
Limited
Type Founders
74 Market St. - TORONTO

Brass Rule Made to Order
Roller Composition and Casting

GEO. M. STEWART

PRINTING and BOOKBINDING MACHINERY

TYPE and SUPPLIES

92 McGILL STREET, MONTREAL
PHONE MAIN 1892

Thoroughly Rebuilt Cylinder and Platen Presses, Paper Cutters and Machinery of all kinds for Printers, Bookbinders, Box Makers, etc. Write and state your requirements.

In answering advertisements, kindly mention "The Canadian Printer and Publisher"—that's your introduction.

CROSS-CANADA NEWS

Alberta

J. R. McLaughlin has been appointed manager of the News, Provost.

Chas. W. Frederick of the Peace River Record, enjoyed holidays at Victoria last month.

J. W. Bengough, prominent newspaper man and cartoonist, is an Alberta visitor this month.

C. C. Stuart, formerly lessee of The Advocate, Cochrane, is now at Bragg Creek, seeking location.

R. N. Whilans, editor of the Peace River Standard, spent a fortnight's holiday in Southern Alberta during April.

The Hamly Press, Edmonton, have installed a Miller Feeder. They find trade steadily improving and are being kept quite busy.

No buyer for the complete plant of the Donalda Review being secured, it was offered by auction on April 7th and sold in lots to suit the visiting printers.

H. Oxley, formerly of Athabasca, has purchased the plant and business of The Conservator, Fort Saskatchewan, and will change the name of the paper to The Record.

Edmonton Board of Trade has organized a printers' section and Robert Crossland has been elected chairman. As such he will be one of the executive council of the Board and represent this section.

Editor W. A. Letson, of the Mannville Empire, recently celebrated his 75th birthday, and citizens of his town called upon him to offer congratulations. He enjoys good health and is still an active worker on the staff.

A tribute to the position held by him in journalism in the West was accorded to the Hon. Frank Oliver at the annual meeting of the Edmonton Press Club, when he was elected lifelong Honorary President of the club.

Alberta members of the C.W.N.A. are going east in force to the "Big Convention" at Ottawa in June. President W. J. Huntingford, of the Alberta Division, fully expects to see fifty of the boys line up—even at the last minute.

The Community Printing Co. have erected a building at 10322 116th Street, Edmonton, and opened shop on the first of May. S. Fullerton, a veteran with overseas service and before coming west, located at Kenora, Ont., is the manager.

The Western Veteran Publishing Co. of Edmonton, have moved their job plant to the basement of the Hull Block. As publishers of the weekly Illustrated News, they will maintain their downtown offices in the Bank of Toronto building.

Fullerton Waldo, editor of the Philadelphia Public Ledger, will visit Northern Alberta next month, having already booked a passage to Fort McPherson on one of the Hudson's Bay Co. steamers. He is expected to arrive in Edmonton on his way north early in June.

The Gateway, a student paper issued by the Students' Union of the University of Alberta, announce that they close the college term free of debt. This is a creditable record for the students of journalism who are the editors and the advertising manager, as they commenced the term with a debt of $1,000. The paper is in its 12th year and has a circulation of over 1,200.

The Great Western Press, Limited, of Edmonton, has been reorganized. Wm. G. Hughes, who was until some months ago, secretary of the Caxton Club, is the present manager. Besides their job work, they publish The Western Catholic. It is a weekly newspaper, started last July to serve in Saskatchewan, Alberta and British Columbia, and has already a circulation of 3,500, and is growing.

The Wetaskiwin Times is twenty-one years old, which is quite a venerable age in that young country, for it means that the paper was established while its district was part of the Northwest Territories and four years before the Province of Alberta was formed. The Times has been receiving the congratulations of its contemporaries. It is in the unique position of being perhaps the only paper in Alberta, possibly in Western Canada, which for twenty-one years has been issued by one owner and manager. The editor, V. C. French, is president of the C.W.N.A.

British Columbia

W. E. McTaggart, editor of The Vernon News, is wearing one of the smiles which won't rub off. A little daughter arrived on the 14th of April.

Judging by reports, the western publishers will be well represented at Ottawa in June, quite a number of them having expressed their determination to be there if at all possible.

The Summerland Review, recently destroyed by fire, is being issued from the office of the Penticton Herald, and they are turning out a very creditable paper. Mr. White has not yet replaced his plant at Summerland.

Mr. J. Watson, who until recently had charge of the Armstrong Advertiser, has bought a furniture business at Armstrong, which he is now operating. The Advertiser is now being published by Cary Bros., both of whom have been connected with the business for some time.

The publishers of the Okanagan and neighboring towns are having one of the U.T.A. field men cover the district in a check-up of the systems, and to aid those who have not been able to keep them up-to-date. Some of the offices are carrying out the complete system from month to month, while others are only partially using it.

Eastern interests will not erect a pulp mill at Prince George, as had been contemplated, according to Hon. T. D. Pattullo, Minister of Lands. Mr. Pattullo told a delegation that negotiations with the promoters in Montreal had failed by reason of their insistence upon fixed royalties.

The labor situation has not changed lately, some of the offices having signed up last May, while others are carrying on with the Open Shop principles in force. The bone of contention is the 44-hour week, which several offices are opposing as being out of order at this time. Great pressure is being brought to bear on those offices which have not signed up, and it is hard to say what the future may bring forth.

The Okanagan Press Guild will meet in Vernon on Friday, May 12th, at which meeting Col. Edward T. Miller, secretary of the United Typothetae of America, will be present, and will present the results of the work of the Association up to the present date. Mr. C. B. Gorham, one of the western field men, will be present. Mr. Gorham has just recently visited the various offices comprised in the membership of the Guild, and it is expected that a good attendance will be present.

Efforts are being made to have both the British Columbia and the Alberta Press Associations meet in Vernon in the fall at the same time. The British Columbia and Yukon Press Association will meet in Vernon during August, and if arrangements can be made the Alberta Association will meet here at the same time. The Associations will have separate business meetings, with a few general meetings which both will attend, and if this can be carried through it should prove both profitable, and beneficial for both groups. Definite announcement will be made as soon as arrangements are completed.

Mr. John Nelson, who for a number of years was managing editor of the Vancouver World, and who also published a farm magazine called the British Columbia United Farmer, and who some time ago sold out his

(Continued on page 65)

THE ROLLAND PAPER CO.
LIMITED
High Grade Paper Makers Since 1882
MONTREAL

COLONIAL Bond is a clean white crisp sheet, looks well, handles well and prints well.

USE Colonial Bond—for Invoices, Statements, Sales Sheets, Interoffice letterheadings, Order forms, etc.

Listing the Sizes, Weights and Colors.

COLONIAL BOND, WHITE

Substance	lbs.	Substance	lbs.
16 — 17 x 28	20½	16 — 22 x 34	32
20 — 17 x 28	25½	20 — 22 x 34	40
24 — 17 x 28	30½	24 — 22 x 34	48
16 — 17 x 22	16	16 — 19 x 24	19½
20 — 17 x 22	20	20 — 19 x 24	24½
24 — 17 x 22	24	24 — 19 x 24	29½

COLONIAL BOND, COLORS
Blue, Pink, Corn, Golden Rod

Substance	lbs.	Substance	lbs.
16 — 17 x 28	20½	16 — 22 x 34	32
20 — 17 x 28	35½	20 — 22 x 34	40
16 — 17 x 22	16	16 — 19 x 24	19½
20 — 17 x 22	20		

COLONIAL LEDGER, WHITE AND AZURE

Substance	lbs.	Substance	lbs.
28 — 17 x 28	35½	28 — 23 x 36	62
28 — 21 x 32	50½	28 — 24 x 38	68½

LINEN FINISH, WHITE & TINTS

Folio 17 x 22 — 20 lbs.

Other regular stock sizes and weights finished to order on short notice—
Minimum quantity 500 lbs.

Cross Canada News

(Continued from page 60)

interest in the World, has joined the firm of Ceperley, Rounsefell & Co., investment agents. This firm has created a new branch to its business by adding a realty and investment department, which will be in charge of Mr. Nelson. As Mr. Nelson is familiar with the development of Vancouver for many years, and has seen it in all its stages, he is particularly well qualified to handle a department of this kind, and should prove highly successful.

Manitoba

Editorial men on Winnipeg's daily and weekly newspapers and trade journals, to the number of about seventy, for social purposes, have organized as the Winnipeg Press Club, with Hay Stead as first president and Cecil Lamont as secretary.

George H. Saults of Saults & Pollard, Limited, Winnipeg, has returned from Florada; he has been holidaying. The Athletic Club of the Stovel Company, Limited, Winnipeg, recently organized a baseball team and are in the field for games with teams representing other business institutions in the city.

Plans are proceeding for the annual publishers' short course to be held in Winnipeg for three days, the second week in July. It is expected the sessions will be held in the Agricultural College, as was the case last year. Accommodation for visiting editors will also be arranged for at the college. The program to be presented will be varied and complete, and will be exceedingly valuable to all who attend. The annual meeting of the Manitoba Division of Canadian Press Association will be held at the same time as the short course, and an effort is being made to have the Saskatchewan Division meet in Winnipeg during the same period.

Saskatchewan

Thos. B. Malcolm has again assumed control of the Gazette of Verwood.

J. A. Frawley has purchased the Saskatchewan Valley News, of Rosthern, from Frank S. Rouleau.

J. R. Hawkins and D. Patch have purchased the Miami Herald from the estate of the late Geo. W. Ayles.

O. W. Juckes, who was formerly the owner of the Beacon, of Central Butte, is now managing the business for Fred. T. Hill, the present owner.

The office and plant of the Cabri Clarion was completely destroyed by fire on February 25th. The business was owned by Messrs. Ross and Pennie.

B. Lester, has bought back from J. A. Frawley, the Review, of Eloise. Mr. Lester sold about a year ago, and was for a time in the Western States.

Allan Holmes, president and editor of the Prince Albert Herald, leaves to-morrow for Galt, Ontario, where he will act in an advisory capacity to the Galt Reporter and the Prince Albert Herald.

Allan Holmes, president and editor of the Prince Albert Herald, before leaving for Galt, where he will act in an advisory capacity to The Galt Reporter and Prince Albert Herald, was the recipient of a presentation made by the staff of the Herald. Mr. Holmes, in association with H. M. Hueston and A. D. McKenzie, of Sarnia, recently purchased The Galt Reporter.

Regarding the annual convention of the Canadian Weekly Newspapers Association, in reply to a questionnaire sent out in February by President French, of Wetaskiwin, Alta., it was intimated that the total of members of the Saskatchewan Press Association and their wives who would attend the Ottawa meeting would be over 70. Quite a number favored an excursion trip to Halifax from Ottawa. One editor will have six people in his party, and another four. In nearly every case the editors will be taking their wives along, thus indicating that they will take advantage of the convention for a pleasure trip as well as for the discussion of general business pertaining to newspaperdom throughout the rural field.

Prior to leaving for Vancouver, Mr. James Pennie, editor of the Cabri Clarion, was met by nearly one hun-

(Continued on page 66)

SCOTCH TYPE *for* Durability

In exchanging reminiscences with one of our old friends and customers recently he incidentally gave us an entirely unsolicited testimonial as to the serviceability of our products. This is what he said:—

"I remember quite distinctly some 25 years ago that whenever we had exceptionally long runs of letterheads on 20-lb. hard bond stock, we always chose Miller and Richard Celebrated Extra-Hard Metal Scotch Type, as we could find nothing else to equal it.

"Our favorite was the Grotesque No. 7 small lining Gothic clear cut, and we would run from ten to twenty thousand impressions over and over again. I remember how we used to wonder at the way it held up, the impressions at the end of the run being practically as sharp and clear as they were at the beginning."

The durable quality of Miller and Richard Scotch Foundry Type is proverbial. It retains its clear, sharp printing face under the severest service conditions on job after job, year after year. It is the best paying type of all types. Specify it in your next order.

Prompt Service

Miller & Richard

7 Jordan St. TORONTO Phone M. 666

Cross Canada News

(Continued from page 65)

dred of Cabri's business men and presented with a handsome tobacco pouch and pipe case. Rev. Mr. Pedlar made the presentation, and in a witty speech declared that notwithstanding the fact that the guest of honor had occupied the position of "devil" and editor, he (the minister) and the "devil" had done efficient team work in connection with church work. Mr. Pennie, in a few words reminded his hearers that on this occasion, judging from their sociable presence, the "devil" was not being "cast out." After many of those present had expressed their regrets at Mr. Pennie's early departure, "Auld Lang Syne" was sung. The committee in charge of the "stag" party provided an excellent lunch. We understand that Mr. Pennie has bought out a job printing business in Vancouver which he will conduct under the name of "Pennie the Printer."

Ontario

Mrs. Madge MacBeth was unanimously re-elected president of the Ottawa Women's Press Club.

H. Flaherty, formerly of the News-Chronicle staff, Port Arthur, has started a job printing business in that city.

The Buffalo Gravure Company has established a branch in Bridgeburg, Ont., to be known as the Dominion Gravure Company.

There was much rejoicing around the home of Editor Wells, of the Dresden Times, on April 27th, occasioned by the arrival of an addition to the Wells family. It was a girl.

May 11th the Bracebridge Gazette celebrates its fiftieth birthday. The Gazette was founded by E. F. Stephenson, May, 1872. The present owner being Mr. G. H. O. Thomas, who for nearly 20 years has been editor.

In honor of his recent marriage, Spencer Hunter, advertising manager of The Sentinel Review, Woodstock, was waited on by his colleagues of The Sentinel Review and Rod and Gun, and was presented with a handsome silver coffee urn and a box of cigars.

The Carswell Company, Limited, has been awarded the contract for printing the minutes, reports, etc., of the Toronto City Council, the tender being $12,002,60. Grand & Toy, Limited, was awarded the contract for supplying the city stationery at $8,334.35.

A meeting of the surviving members of the old Press Club Executive of 1888 was held on May 3 at the King Edward Hotel, Toronto, for the purpose of completing arrangements for the reunion and dinner to be held on Tuesday, May 23, at 6.30 p.m., at the King Edward ballroom.

There is news of the starting of another daily in Windsor. It is to be known as "The Telegram." According to the announcement made it is "backed by private local citizens," "free from all influences," and is to be independent politically "in so far as such an attitude can be consistently maintained."

The Gananoque Reporter has just completed fifty years of continuous publication, in addition to a three-year period 1860-63 at the end of which it ceased to publish until 1872. Notwithstanding high costs and competitive conditions the Reporter celebrates its Go'den Jubilee without evincing any signs of old age.

Mr. E. W. Thomson, journalist, poet and story-writer, for many years a resident of Ottawa, will henceforth reside in Boston. He was at one time chief editorial writer of The Toronto Globe, and subsequently Editor of The Youth's Companion, and he frequently contributed articles on Canadian subjects to The Boston Transcript.

The Legion Press, which prints the Tin Hat Review, will pay Herbert Jenkins the sum of $300 and $75 costs, and will refrain henceforth from infringing the copyright of Jenkins' short stories about Mr. Bindle and Mrs. Bindle. This settlement of an action brought against the Legion Press was reached before Justice Mowat at Osgoode Hall recently.

John Hamm, for 12 years provincial Parliament reporter for Toronto morning papers, has accepted the post of managing editor of the Farmers' Sun, the U. F. O. official organ, published in Toronto, effective June 1. Mr. Hamm "covered" the Ontario Legislature in 1910 and 1911 for

(Continued on page 68)

DUNLOP

Makes a Belt to Suit Your Every Need—

Economically and Satisfactorily



Efficiency in a Belt rests with its maker. Because no Belt should be sold unless it fits into the scheme of things for which it was intended. That is where the Dunlop Belting Service Department saves money for Belt users.

We make Belts for every use but we see that the proper belts are used in the proper places.

Dunlop "Gibraltar RedSpecial" is the standard in Dunlop Belting construction and quality. That standard is considerably higher than the average—for your protection. This Belt is proving that out on hundreds of hard drives throughout many different kinds of industries.

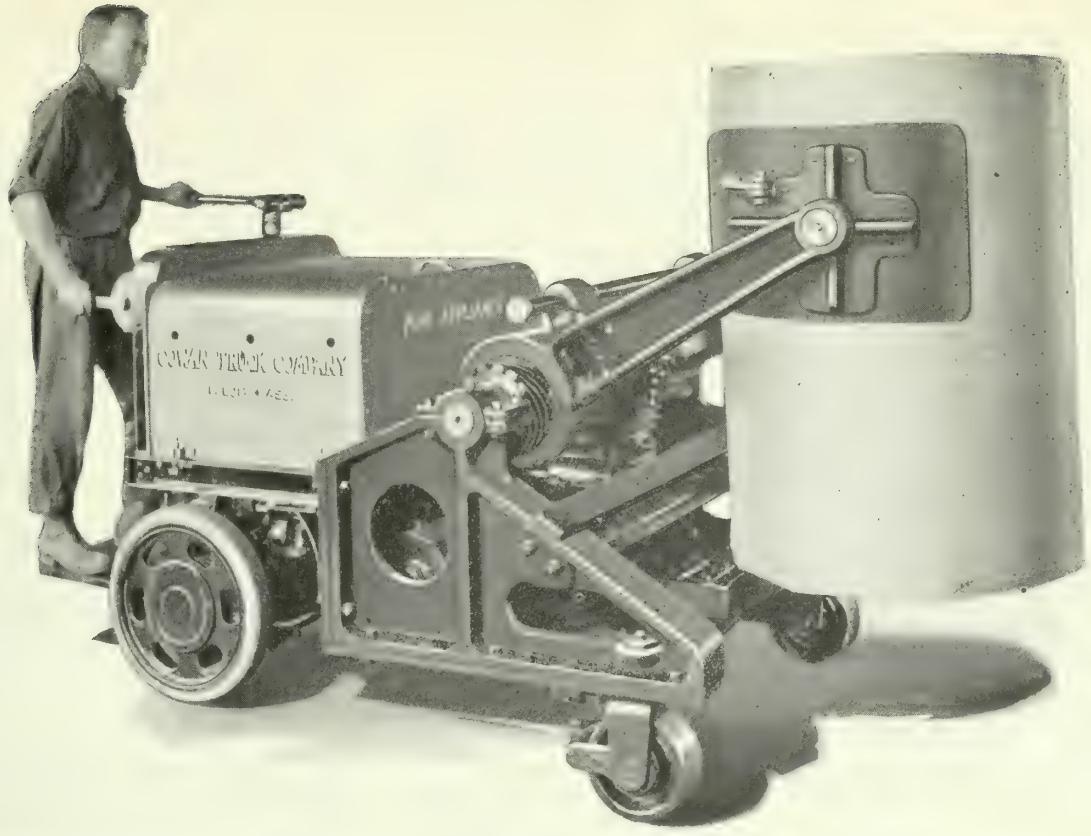
If you are not yet using this brand of belting you are not realizing the benefits such a belt produces for its user.

The Dunlop Belting Service Department will be glad to discuss your belting problems with you; or a salesman will call when you say the word.

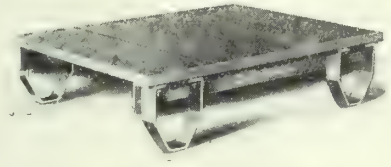
Dunlop Tire & Rubber Goods Co., Limited

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Cowan-Pope Paper Roll Handling Trucks Save $21,000 a Year For One Large Paper Mill



The New COWAN Metal Runner Skid

Deep angle iron frame and heavy bolted pine planking—no spreading, no warping. Long wearing malleable iron runners — can't split, maintain their height. Runners riveted and bolted to the frame at extreme ends of skid give maximum clearance. No delays, no breakdowns, no maintenance—a real investment for any lift truck user. Send to-day for special Skid Bulletin and interesting quotations.

Before these were installed the large 72-inch rolls were handled on a 24-hour day basis by 7 men per shift. Now two men per shift and a Cowan-Pope truck are employed. This represents an initial saving of five men per shift—over $21,000 per year.

The Cowan-Pope truck does its work powerfully and smoothly, and can be manoeuvered to exact position. It is built upon the regular Cowan Electric Lift Truck Chassis, It lifts a roll of paper from either a horizontal or vertical position. There is no crushing pressure on the roll; just as soon as the lifting hands have come together with sufficient pressure to lift the roll it is automatically elevated. There is no damage to, or breaking the edge of the roll.

Standard equipment includes General Electric Motors; Exide Batteries; Brown-Lipe-Chapin Differential; Alemite Lubrication; Cutler-Hammer Controller. Built throughout to stand the heavy duty of paper roll handling. Send for full data on this money saving machine.

Cowan Truck Company, 11 Water St., Holyoke, Mass.

CANADIAN REPRESENTATIVES:
Kipp-Kelly, Ltd., 68 Higgins Ave., Winnipeg
R. B. Smiley, 26 Lake Shore Road, Mimico Beach, Stop 12, Ontario

2044-N

COWAN INDUSTRIAL TRUCKS-TRACTORS

Originators *of the* "through ticket" *system for* moving loads

Cross Canada News

(Continued from page 66)

the Toronto Globe and from that time has done the same work for the Mail and Empire.

P. J. Coleman has been elected to the Editorship of The Catholic Register, Toronto. For a man who is still comparatively young, Mr. Coleman has made an enviable name for himself in the field of literature.

Last week's issue of The Shelburne Economist started its twentieth year under the management of the present proprietor. There have been many changes in the newspaper world in those nineteen years, and although many newspapers have given up the struggle for existence, this paper still keeps plodding along, and we trust will continue to do so for a long time to come.—Brampton Banner.

The Daily Reporter of Galt has passed into new control, the new concern being the Galt Publishers, Limited, a syndicate composed of Allan Holmes, H. J. Foster, H. M. Hueston and A. D. McKenzie. Allan Holmes is the president of the new company and H. J. Foster is secretary-treasurer. Messrs. Hueston, Holmes and McKenzie are owners of the Sarnia Observer, while the two former also control the Prince Albert Herald.

Owen Sound is a city now in a real sense, for she has her own daily newspaper. The Daily Sun-Times is an evening paper, and gives every promise of being a good one. It came out three times a week, after the amalgamation of the Weekly Sun, founded in 1890, with the Weekly Times, founded in 1854. So it has grown into a daily by a sound and careful process which assures stability, with a fine country in three directions and in the other a harbor on a chain of lakes that has no equal.

Quebec

Mr. E. G. Smith, general manager of the Quebec Daily Telegraph, has been appointed justice of the peace for the District of Quebec.

A new printing firm just incorporated in Montreal is the Cambridge Press, Limited, in which Harry K. S. Hemming, accountant; H. T. Heselton, 323 Second Avenue, Verdun, and G. E. Dougall, are incorporated with a capital of $20,000.

Premier Taschereau of Quebec claims that the action of the press in publishing inside news of police court cases makes it harder for the police to make arrests, as through the newspapers the criminals are kept informed of every advance that is being made against them.

The Herald Press Limited, Montreal, has completed moving into their new premises in Juror street. James S. Brierley, proprietor of the old Herald Building, and formerly head of the Herald Press, announces that the building will now be known as the M. L. C. Building, and the space vacated by the Herald Company will be rented for offices.

Newspaper correspondents in Montreal will lose a good friend through the departure for Calgary on Monday next of C. W. MacDonald, chief operator in the Montreal office, who has been appointed inspector of telegraphs in Alberta. He formerly was night chief operator in Toronto and at a still earlier stage was operator in the office of the Toronto Star.

Starting business on the basis of endeavoring to maintain a quality of work which would give the buyer the results he anticipated, and standing by this principle, the Associated Engravers of Canada, Limited, 347 Craig street west, Montreal, celebrate their first anniversary this month with the knowledge of satisfactory progress having been made. Commencing operations in May, 1921, at which time there was quite a wave of business depression in this city, this young firm has built up a pleasing reputation on its principle of "good will." J. A. Mitchell, manager of the Associated Engravers of Canada, Limited, expresses himself as being very pleased with the future outlook of the firm.

Miss Montizambert, whose book on London is meeting with such flattering success in London, is a B.A. of Trinity College, Toronto, was for years Paris correspondent of the Montreal Star as "Elizabeth Boucher," and wrote for the Montreal Gazette as "Antoinette," and also over her own name from Paris and later from London. Valuable information about war work in France and elsewhere was sent to Canada by this writer, who has also contributed at times to The Lance, and the Morning Post of London, and Le Matin of Paris. It may be remembered also that Miss Montizambert was one of the little party of four Canadian women journalists granted permission to visit the lines of communication and the base during the war, to write of their experiences.

Information

Trade information and business news from all newspapers and magazines in Canada. Daily or weekly service.

Rates on application

Canadian Press Clipping Service

143 University Ave. Toronto, Ont.

Maritimes

The Flewwelling Press, St. John, N. B., has moved to 69 Prince William Street. The new quarters are in the Fairweather building, taking up two floors, which makes the accommodation considerably larger than the quarters vacated.

Frank H. Beattie, who has been the special representative of The Record in the North Sydney and Sydney Mines district for several years, has now retired from that position in order to engage in newspaper work elsewhere. In association with Edmund Stratton, of Sydney Mines, Mr. Beattie has leased the Monitor, a weekly paper published at Bridgetown, Nova Scotia, and is now about to assume charge of its editorial and news departments. Mr. Beattie is a capable and conscientious and hardworking newspaper man.

Fred H. Stevens, manager of The Observer Newspapers, Limited, and Maritime Director of the C.W.N.A., since the beginning of the Association, is putting into effect an idea which he has long been working upon during his meditative hours. As many others have done, he thinks there is real money in the chain newspaper idea, and he has appropriated Western New Brunswick from Edmundston to the sea, as his territory. The Carleton Observer had a baby brother born on March 17. The date chosen was partly on account of the fact that Stevens' grandfather came from Londonderry and his grandmother was born in Fredericton, the daughter of a Loyalist, on March 17. The most interesting feature of Stevens' new venture is the fact that he struck right out first thing with a full-fledged advertising and printing salesman, who graduated from the Herald Press and the Montreal Star advertising departnemt—he was not fired, but enlisted in 1916. Since then he has been busy recovering from wounds. This is G. P. Black, who is well known among the advertising fraternity, agencies and advertisers. The Edmundston Observer started out with signed contracts for advertising exceeding $100 per week at a rate averaging 17½ cents, and with no circulation. Edmundston a few years ago was a town of 1,800, but it has now a population of more than 5,000 and is bursting through on all four sides. It, with Moncton, are the really progressive towns of New Brunswick. It is at Edmundston that the head office of Fraser Companies, Limited, is located, and this is the largest Lumber Company in Eastern Canada, operating under a charter with $10,000,000 capital. Besides fifteen lumber mills they are operating a magnificent sulphite plant at Edmundston. The Edmonston Observer showed a profit the first issue and it continues right along, and is No. 2 in the Observer chain, while the advent of No. 3 is looked for early in July. The Observer job plant is also doing a large printing business and recently closed a contract for $10,000, and has a similar one immediately in view.

COVER PAPERS

Marvellustre—*the gorgeous cover*

Ranger—*looks and feels like leather*

Sunburst and Artists' Sunburst

—*Artistic and Decorative*

ALSO THE FOLLOWING WELL KNOWN LINES

ALADDIN PARQUETRY BANNOCKBURN BAY PATH OFFICIAL
BROADCLOTH PARADOX MILLCRAFT STRATHLAID CAXTON
TAFFETA SIMCOE FIBRESTOC

Send for Samples and Prices:

The BROWN BROTHERS LIMITED

WHOLESALE PAPER DEALERS

SIMCOE, ADELAIDE and PEARL STS. - TORONTO, ONTARIO

The Careful Printer Says:

HUBER COLORS SATISFY

"Knowing the part inks play in the production of a good piece of printing, I always tell my pressmen to be sure to use HUBER INKS when a particularly good piece of work is required."

Huber Inks can always be depended upon to give first-class results for Lithographic, Typographic and Photogravure Printing.

Manufactured and sold only by

J-M-Huber

DRY COLORS CARBON BLACK VARNISHES PRINTING INKS

366-378 Adelaide St. West, - - Toronto, Canada

J. M. Denholm Elected President

J. M. Denholm, News Tribune, Blenheim, was elected president of the Essex and Kent Printers' and Publishers' Association at the annual meeting of the Association in Windsor last month. B. A. Lane, Post News, Leamington, was elected vice-president. Other officers elected: Secretary-Treasurer, A. W. Marsh, Amherstburg; Executive: Ross Maguire, Herald, Thamesville; R. R. Brett, Free Press, Essex; L. G. Wells, Times, Dresden; S. Stephenson, Planet, Chatham; W. H. Hellems, Reporter, Kingsville; J. Ellison Young, Border Cities Star, Windsor.

The Association went on record as being in favor of continuing the present two-dollar yearly subscription rate, applicable to weekly publications, upon motion made by B. A. Lane and Ross Maguire. It was the general contention that present cost of production warrants the retention of this rate.

Maintain the $2 Rate

The weekly newspaper publishers of Wellington county, with a number of confreres from neighbor counties, at a convention in Drayton, discussed the newspaper situation throughout this portion of the country, May 7. Mr. E. Roy, Sales Manager of the Canadian Weekly Newspaper Association, addressed the meeting, while various members dealt with the topics of subscriptions, advertising and job printing rates. The meeting went on record as favoring the two-dollar subscription rate for all weekly papers. Advertising and printing prices were left unchanged. Officers were elected as follows: President, J. C. Templin, News-Record, Fergus; Vice-President, E. A. Gardiner, Harriston; Secretary, A. W. Wright, Confederate and Representative, Mount Forest; Treasurer, Rixon Rafter, Enterprise, Arthur.

Heads Montreal Paper Club

R. M. MacLean, of the Howard Smith Paper Mills, was elected president of the Paper Club at the annual meeting held on April 18 at the Queen's Hotel, Montreal. The entire paper trade of Montreal was represented at the meeting.

The members decided for the ensuing year to open the membership, which is at present confined to salesmen of the manufacturers and merchants, to permit the membership into the club of advertising agencies, printers' salesmen, and those interested commercially in the buying and selling of paper.

In addition to Mr. MacLean, the following officers were elected: Vice-president, S. Rodier, Rolland Paper Company; executive committee, A. L. Dawe, Canadian Export Paper Company; Ivan Dyer, W. V. Dawson, Ltd.; W. R. Currie, Dominion Paper Company; secretary, T. M. Hubley.

Advertising Clubs to Meet in Milwaukee

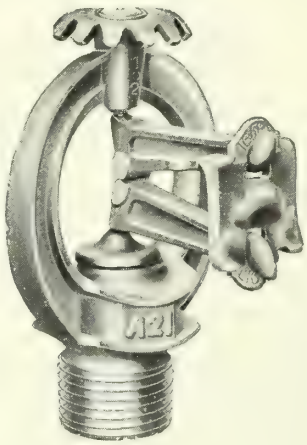
The Annual Convention of the Associated Advertising Clubs of the World, which will be held in Milwaukee June 11 to 15 will, in reality, be a group of twenty-five important advertising conventions in one, for during half the time it will divide itself into sectional meetings for the close-up study of the individual advertising problems of those who attend. The National Program Committee, which has charge of the program, feels that it is especially important this year that business men have opportunity to throw their own problems into the meetings, and much time will be devoted to the sectional gathering.

Orchestral Entertainment

A meeting of the Toronto Club of Printing House Craftsmen would not be considered up to the mark without entertainment. At the last meeting the nine-piece orchestra of the MacLean Publishing Company was a feature. Popular tunes and selections of a higher order were included on the list of numbers. William Stitt another member of the MacLean staff, and a baritone singer of outstanding ability, rendered a number of rousing songs.

Appreciation of the meeting for the entertainment afforded was shown in the resounding applause accorded the entertainers as they took their departure.

You Can Sleep Right Through the Fire Alarm—if—



Your Printing Plant, Paper or Pulp Mill, Store or Warehouse is protected by this "AUTOMATIC" SPRINKLER. The Insurance Companies like this particular kind—it's reliable.

ESTIMATES FURNISHED—WRITE TO

THE

Bennett & Wright Co., Ltd.

72 Queen St. East, Toronto

Trade News

Installation of Miller Machines

Considerable new equipment has been installed by the Canadian printing plants recently. A case in point is seen in the following list of installations of Miller Machines in Eastern Canada, for week ending April 22nd, reported by Miller & Richard, Toronto, Eastern Canada Agents for the Miller Saw-Trimmer Company of Pittsburgh:

8 x 12 Miller Ideal Unit with Envelope Attachment:—J.P. Benderm Kitchener.

10 x 15 Miller Ideal Units:—Bank of Commerce, Toronto; Federated Press, Montreal (22); Orthe & MacLacklan, Toronto; Commercial Press, Toronto; Stevenson & Hevey, Toronto; Lakeside Press, Toronto; Superior Press, Toronto.

12 x 18 Miller Ideal Units:—Royal Paper Box Co, Quebec; Stevenson & Hevey, Toronto; American Show Card, Toronto; Traders Ptg. Co., Toronto.

Miller Saw Trimmers:—G. R. Fuller, Ottawa; Printcraft Ltd., Toronto; Stevenson & Hevey, Toronto; Sentinel Review Co., Woodstock.

Presented With String of Pearls

Members of Canadian Linotype Limited business staff recently paid tribute to one of their most popular associates in the person of Miss Mary Dyment, who has resigned after several years with this company. To show their appreciation a noon-day luncheon was tendered, during which she was presented with a beautiful string of pearls. Miss Dyment is well known to Canadian Linotype Limited patrons.

Touring the West

C. W. Graham, President of Buntin, Gillies and Co., Ltd., who went to California on a pleasure trip February last is returning home through the Canadian West. He is travelling with Geo. F. Peene, Western representative of the firm and together they are calling on the Trade. They expect to complete the trip about May 24th.

CLASSIFIED ADVERTISEMENT SECTION

TWO CENTS A WORD, Box Number as five words; minimum charge is $1.00 per insertion, for 50 words or less, set in 6 pt. type. Each figure counts as a word. Display ads., or ads. set in border, are at the card rates.

OPPORTUNITIES

Here is the Man—

Have you the Job?

I believe that I would like to locate in Canada, for a change—preferably in a small city or town near Toronto—and would appreciate hearing from a live concern engaged in executing a good grade of printing, possessing a 15-hand, one-story plant, ideally located and modernly equipped—preferably a job and weekly plant, which devotes two-thirds of its time to job work. That is exclusive in style. Large plants not considered.

I can creditably do the following work:

Write and layout attractive copy for compositors,
Engineer type structure work,
Pass on presswork,
And assist in selling by correspondence.

An executive for 18 years, both city and town experience, only 39 years old, live-wire, cleancut.

Position should pay $50 to start.

Non-union plant preferred. Can report in June.

Address: Printer, care of Canadian Printer and Publisher, Toronto, Canada.

FOR LEASE—NEWSPAPER AND JOB Office. Full equipment and building in one of the best towns in Ontario. Option to buy if desired. Fine chance for right man. Apply Box 842, Canadian Printer and Publisher. P.5.P.

THE COMPOSITORS' OPPORTUNITY — The Lanston Monotype Machine Company maintains Free Schools in Philadelphia, New York, Chicago and Toronto to which compositors are admitted for instruction in the operation of the keyboard. Steady employment and good wages are always to be had for Monotype Keyboard Operators. For further information apply to LANSTON MONOTYPE MACHINE COMPANY. (P.2.P.)

WHY WORRY ABOUT COMPOSITORS quitting? We quickly furnish rough sketches for type structures that enable even the novice to produce pleasing set ups. Mail a batch of display copy today, stating size of type form desired. The W. H. Holley Typographic Studio, Lock Box 16, Northfield, Vt.

FOR SALE—PRESS AND FOLDER—A Two-Revolution Campbell Cylinder 20½ x30 newspaper and job press now in use in the Yarmouth Herald Office, with practically a new Electric Motor, 220 Volt., 60 cycle with counter shaft, etc. In excellent condition. Price on application. Will be sold at a bargain to clear space in press room for new press. Mentges Folding Machine will fold from 22 x 27 to 30 x 44 all standard sizes included. Has paster for six pages and trimmer for an eight page paper. Now in use in this offi
As we are installing a Duplex Press we will have no further use for these, and they can be purchased at a bargain.
A number of newspaper and job chases from 36" x 21¼" o 8½", x 6", which will be sold at any price. The Herald, Yarmouth, N. S. P.4P.

WANTED

WANTED—TO PURCHASE AN ELECTRIC pot for Model K. Linotype, state particulars and price to Box 841. Canadian Printer and Publisher. P.5.P.

WANTED AN EXPERIENCED PRESSMAN, one accustomed to do high class half tone work. Apply stating wages expected, to The Tribune Printing Co., Ltd., Sackville, N. B. References. P.6P.

WANTED—KELLY PRESS—GIVE FULL particulars as to age, class of work it has been running on, price wanted for cash, and any other information which might be useful. Box No. 845.

KELLY PRESS WANTED

MUST BE IN FIRST-CLASS CONDITION. Give full particulars as to age, class of work it has been running on, price wanted for cash, and any other information regarding the press. Box No. 844.

BACK ISSUES WANTED—MR. F. H. Atkinson, Technical School, Wentworth, St., N., Hamilton, Ont., will appreciate receiving from our friends, copies of the March issue of The Canadian Printer and Publisher, for the use of his students who entered the adsetting contest. The parcel of papers sent to this school was lost in the mails and complete supply is exhausted. Help Mr. Atkinson, by sending him your copy, if you can spare it. Thanks.

POSITION WANTED—ALL ROUND COMpositor with city and rural newspaper and job experience open for position in Western Provinces. Can take entire charge. Box 493 Lacombe, Alta.

FOR SALE

CASH REGISTER WANTED. SINGLE drawer, receipt printer. Must be in excellent condition. Box No. 836. Canadian Printer and Publisher.

ONE J. & J. TAYLOR SAFE, INSIDE DImensions 15 inches deep 2 feet 6 inches wide, three feet 11½ inches high and fitted with a built-in compartment. Price $250.00. One J. & J. Taylor Safe, 18 inches deep, two feet 9 inches wide, four feet 5 inches high, fitted with a steel compartment. Both safes are in good condition and can be bought at a price that will save considerable money to the purchaser. Price $200.00. Box 837, Printer and Publisher, 153 University Ave.

FOR SALE — MILLER FEEDER FOR Chandler & Price, 18 x 12, nearly new, also country Campbell Newspaper press, bed 30 x 46. In good condition. Terms to reliable party. Will accept reasonable offer. Box 846, Canadian Printer & Publisher. P.5.P.

FOR SALE

FOR SALE—TWO DRAWER NATIONAL Cash register with motor and lever opener, made especially for printing office, total and separate adder, takes care of no sale, daily and weekly subscriptions, advertising, job work, news sales, petty sales, number of customers. Most complete and up-to-date. Having sold the franchise of the Review have no further use for so up-to-date machine. Will sell or trade for smaller. Apply Review, Peterboro.

FOR SALE—THREE GAS POTS WITH equipment for linotype machines. In good condition. Only reason for selling, using electricity. Twenty dollars each, F.O.B. Sarnia. Apply to Canadian Observer, Ltd., Sarnia, Ont. Canada. P.6.P.

FOR SALE—COX DUPLEX PRESS, 4, 6, and 8 page, seven column with folder Paging machine, 5 wheel, foot power 30" mill and card board shears. Brehmer box stitcher 12". One 2 H.P. Motor and ¼ H.P. Motor alternating. 1 power grindstone for paper cutter knives. 38" capacity will grind anything. 1 Rosback perforator, 1-15" card cutter. Chases many sizes, imposing stones 30 x 40 and 36 x 60. Wesel punch, 7 punches and eyelet, foot power. For particulars apply Review, Peterboro.

LINOTYPE BARGAIN

One New Model 8 Linotype complete with Electric Pot and Motor, three sets of Matrices. Machine has never been used and is offered at a big reduction from regular price. Immediate delivery. If interested, please write or wire Box 843 "Canadian Printer and Publisher," 143 University Ave., Toronto. P.5P.

WANTED—WAITE STEEL DIE EMBOSSing press, must be bargain. Write us even if fit only for repair parts. Give accurate description, condition, lowest price, first letter. Box No. 838. Canadian Printer and Publisher. P.7.P.

WANTED—Good live newspaper and periodical make-up man. Must have initiative. Accurateness with speed is what we want. Good wages to right man. Apply to Box 839 Printer and Publisher.

COUNTRY NEWSPAPER AND JOB plant for sale. Good as new—terms to suit purchaser. Box 840, Printer and Publisher.

FOR SALE—AMERICAN LINOTYPE METal pot, for gas, with thermostat. Apply the Gazette, Norwich, Ont. P.4.P.

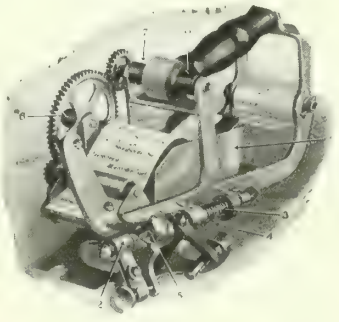
OVER TWO HUNDRED SOLD IN MARCH indicates the increasing popularity of "How Divide the Word," handy vest pocket size booklet showing correct division into syllables of six thousand most commonly used words. Eighty pages., bound in cloth. One dollar postpaid, money order or check only. Special prices in dozen lots. A. A. Maverstein, Lafayette, Ind. P.4P.

There's Lightness and Speed In This *New* Wing Aluminum Mailer

THIS NEW Label Pasting Machine the latest in Mailers has been subjected to actual tests for six years before being offered for sale.

The frame and all castings have been made in **one piece**, ensuring unusual strength and durability. Its exact "hang" and extreme lightness make it ideal for use by boys and girls, using either hand; they can operate it for hours without fatigue.

The Wing Mailer is saving money for large concerns such as The Curtis Company, Butterick, McCall, and Colliers. The U. S. Bureau of Internal Revenue have 80 machines in use. It will save you money too—let us prove it.



CHAUNCEY WING'S SONS

GREENFIELD - - - MASS., U. S. A.

Trade News

H. J. Logan Renovates Plant

The premises of H. J. Logan, repairer, rebuilder and agent for bookbinders' and printers' machinery, Toronto, have been remodelled. The front of the building has been repainted, a vestibule at the entrance to the building constructed, hardwood floors have been laid, new walls and ceiling put in, also a new steam heating and electric lighting system installed. The machine shop has been lowered four feet and loading platform built and equipped with travelling steel hoist and tackle.

The office and warerooms have been entirely overhauled and equipped with new facilities, and the factory has been equipped with the latest modern labor-saving tools for rebuilding and repairing bookbinders' and printers' machinery, over $20,000 has been expended in renovating.

H. J. Logan is the sole Canadian Agent for the Latham line of bookbinders' machinery, Brown folders, McCain Automatic feeders, National book-sewing machines and other lines. Mr. Logan has been in the machinery business for 32 years, 12 years of which has been spent in the present location, 114 Adelaide street west.

Joins Shackell, Edwards Staff

Mr. Thos. J. Johnston has joined the Sales Staff of Shackell, Edwards & Co., Limited, Toronto. Mr. Johnston possesses a wide knowledge of cylinder and platen press work, having had experience in Canadian and Old Country printing plants, and is in a position to ably advise on the proper selection of inks. It may be mentioned that the Shackell, Edwards Co. bear the distinction of being the only British Printing Ink House having a Canadian factory.

Toronto Papers Order More Presses

The Toronto Daily Star have ordered two new Hoe five-unit presses. These are of the superspeed type, equipped with the new Hoe Patented System of Ink Pump distribution and will have a combined capacity of 160,000 twenty page papers per hour.

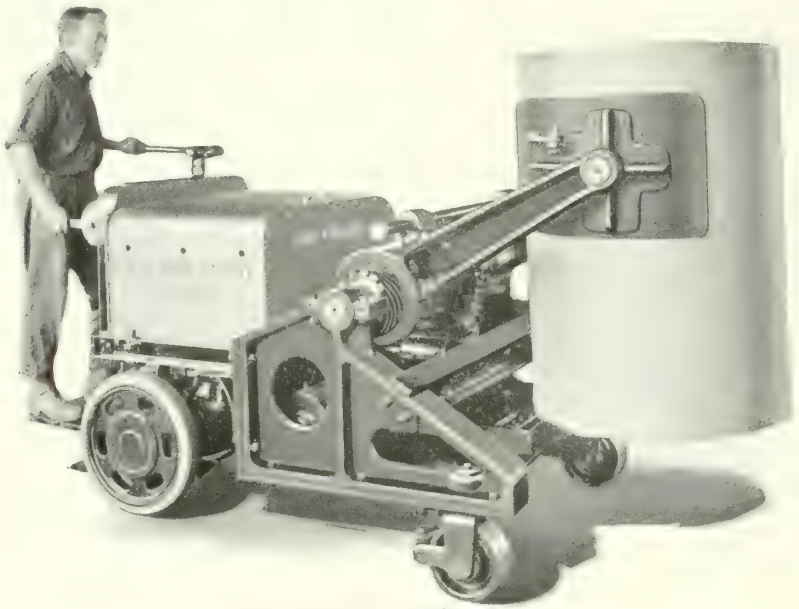
The Toronto Telegram, who already have two Hoe Superspeed Decuples equipped with the Hoe Patented System of Ink Pump Distribution, have also just ordered an additional Superspeed Sextuple machine, which of course will also be equipped with this latest system of ink distribution.

Pope Paper Roll Handling Truck

This paper roll handling truck, illustration herewith, was developed by the Cowan Truck Company in collaboration with Mr. Pope of the Pope Appliance Corporation. It answers a long felt need in the average paper mill, in the publishing house and in all places where large bulky and heavy paper rolls are being handled.

The truck is built up on the well known unit of the Cowan Electric Lift Truck. The lifting mechanism is built up around an idea devised by Mr. Pope who has had years of experience in the paper industry.

Several of these trucks are in use at the plants of one of the large paper mills in the United States, where they have saved thousands of dollars annually. Before installing these trucks the large 72 in. paper rolls were handled on a twenty-four hour a day basis by seven men per shift. These seven men operating for finishing, up-ending and trucking, five men being actually used for up-ending the rolls. With the use of this truck two men are now used per shift, for up-ending and trucking to the Shipping Department. Both men are finishers, one finishing and driving the truck, the other finishing and heading the roll. In other words, an initial saving of five men per shift has been effected. In dollars and cents this means a saving on a 300 day annual basis of over $21,000.



Pope Paper Roll Handling Truck

There is also a material saving in time of handling the roll and the greatest saving by far is in transportation, to say nothing of taking the heavy manual labor from the men. The truck can be used for either lifting the roll from a horizontal position or from a vertical position. The illustration herewith shows the truck handling a short roll in a vertical position. One of the distinctive features of the truck is the fact that when the lifting hands come together on the roll with sufficient pressure to lift it, and note here that this is not a crushing pressure, the lifting mechanism automatically elevates the roll. The speed adjustment of the truck is so regulated that the truck can be manoeuvred up to a roll so as to eliminate any possibility of breaking the edge of the roll while lifting. The speed adjustment of the truck is so regulated that the truck itself is equipped with General Electric Motors, with Exide Batteries as standard equipment, with Brown-Lope-Champin differential, Altmite system of lubrication throughout, Cutler-Hammer Controller, and the entire mechanism is ruggedly constructed for heavy duty

REPAIR REBUILD INSTALL

REBUILT MACHINERY

Printing, Bookbinding Lithographic, Boxmaking

All machines are completely dismantled and rebuilt from the ground up, and are guaranteed to be practically good as new. Our guarantee is for one year against all mechanical defects and workmanship.

TRY US ONCE AND BE CONVINCED.

To the Trade—

Our Manager, Mr. C. H. Creighton, who is well known to the printers of Canada, has recently returned from American cities where he obtained agencies for a full line of machinery, type and supplies well known to the printing trade. These changes, together with our up-to-date Machinery Dept. which is in charge of Mr. J. F. McGuire, who enjoys a reputation for his high class work in repairs and rebuilding, place us in a position to give better service than in the past.

We solicit your business and guarantee service and quality.

Printers' Machinery Co., Limited

451 King St. West Toronto

Phones: Adel. 3323. Night, Junc. 2987

Books About Printing

WE HAVE pleasure in announcing that (in affiliation with the Oswald Publishing Company of New York) we have instituted a Technical Book Supply Department, through which members of "The Craft" in Canada may secure practically any book they may be interested in. The following is but a selection of the many books we are able to offer:

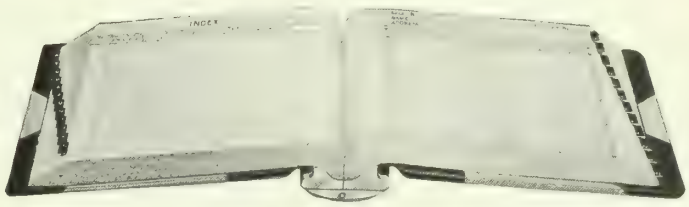
THE ART AND PRACTICE OF TYPOGRAPHY — By Edmund Gress. A big, practical book on types and type arrangement, usable a lifetime. A remarkable collection of the best work of America's best typographers, with practical analyses and applications. 300 pages, 41 inserts, 615 illustrations, cloth bound, price $10.00 (45 cents extra for postage and packing).

CORRECT COMPOSITION — By Theodore L. De Vinne, A.M. The writer, advertising man, printer and proofreader can glean a great deal from this book which is written with the thoroughness that characterizes all of Mr. De Vinne's works. It is widely used as an authority. 476 pages, size 5 x 7½ inches, cloth boards, price $2.50 (20 cents extra for packing and posting).

THE AMERICAN MANUAL OF PRESSWORK. A remarkably thorough and practical book by authorities on the various subjects. There is no other book so elaborate or exhaustive on the subject. A book for superintendents, pressmen and apprentices. 166 pages, 18 inserts, 102 illustrations, size 8½ x 12 inches, cloth boards, $5.00 (35 cents extra for postage and packing).

LUCKETT'S STERLING LINE

MADE IN CANADA



Reports on Incomes

are just being completed

The worries and figures are fresh in the minds of everyone.

Now is the time to push the sale of ledgers and accounting systems so that next year's report may be easily made.

WE HAVE 7 STYLES

of ledgers. A size and a price for everyone.

Sold Thru the Trade

Vawter-Luckett, Limited

Successors to

Luckett Loose-Leaf, Limited

TORONTO
545 King Street W.

MONTREAL
207 St. James Street

HOW TO FIND COSTS IN PRINTING —By A. E. Davis. To help the printer make a profit by correctly figuring costs is the object of this book, which is the result of the author's experience as a foreman and superintendent and as a secretary of printers' organizations. 128 pages, cloth boards, $2.00 (15 cents extra for postage and packing).

HOW TO MAKE CUTOUTS—By Robert F. Salade. The special branches of cutting and creasing for advertising novelties and paper boxes are reviewed in this work. The plain, simple facts are given in a way in which even the apprentice can understand. 42 pages, 5 illustrations, size 5¼ x 7 inches, boards, $1.00 (10 cents extra for postage and packing).

ASK OUR BOOK DEPARTMENT TO SUGGEST BOOKS ON ANY PHASE OF PRINTING YOU MAY BE INTERESTED IN

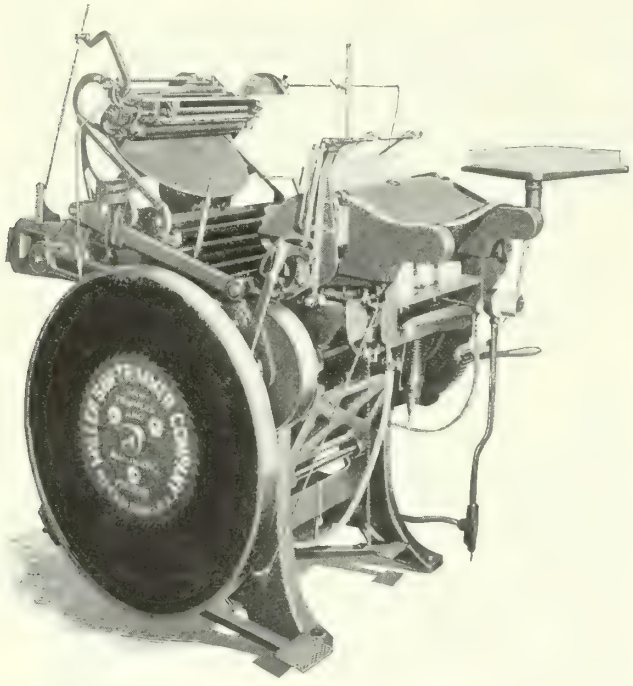
THE CANADIAN PRINTER & PUBLISHER

341-153 UNIVERSITY AVENUE TORONTO, CANADA

In answering advertisements, kindly mention "The Canadian Printer and Publisher"—that's your introduction.

The New Miller Draftsman Unit

We have received a copy of a new booklet, just off the press, issued by the Miller Saw-Trimmer Company, of Pittsburg, (Miller & Richard, Toronto) descriptive of the new Miller Craftsman Unit. This booklet, printed in three colors on Craftsman Units is a splendid example in itself of the quality work the new machine is designed to produce.



New Miller Craftsman Unit

As its name implies, this unit is a combination of the C. & P. 12 x 18 Craftsman Press and a New Miller Automatic Feeder which the Miller people have recently developed for this machine.

The Craftsman Unit is designed to operate at a speed ranging from 2,000 to 2,400 impressions per hour. Its chief characteristics, as described in the booklet, are simplicity and economy of operation. It is said to combine the fine printing qualities of the slow, heavy types of platen presses with the speed and productiveness of the more expensive and costly operated cylinder types.

Printers interested in an automatically-fed, high speed platen press, possessing the essentials necessary to modern production requirements of half-tone and color printing should send for a copy of the Craftsman Booklet.

Business Still In Hoe Family

At the annual meeting of the stockholders of R. Hoe and Co. on April 12, all the members of the old Board of Directors were re-elected, namely, Robert Hoe, Arthur I. Hoe, Dr. Samuel M. Evans, Robert D. Sterling, George E. Hite, Jr., Mrs. Olivia Hoe Slade, Mrs. Laura Carter, Richard Kelly and Addison J. Gallien. Messrs. Kelly and Gallien are old members of the Hoe concern, Mr. Kelly having been in the service of the Company for over thirty-six years and Mr. Gallien for thirty-five years. The other members of the Board are all heirs or direct representatives of heirs of the late Robert Hoe, the sole ownership of the Company still remaining in the Hoe family.

At a subsequent meeting of the Board of Directors, Mr. Kelly was elected President and General Manager of the Company for a third successive term. The other officers of the Company were also all re-elected, Addison J. Gallien First Vice-President, Charles MacInnes Treasurer, Harold M. Tillinghast Secretary and Otto L. Raabe Assistant Secretary. Mr. Raabe has been in the service of the Hoe concern for forty-seven years, Mr. Tillinghast for twelve years and Mr. MacInnes for ten years.

Annual Convention

ASSOCIATED ADVERTISING CLUBS of the WORLD

Milwaukee, June 11 to 15, 1922

There, they will discuss advertising and other sales problems in the light of present day needs. They will tell how they are meeting new conditions. And **you** are invited. Again this year, membership in the Association is not necessary to attendance.

Exhibits of foreign and domestic advertising —visualizing the methods by which others have made advertising more productive — will help point the way. And there will be opportunity to seek answers to your individual problems in sessions of the convention.



The central location of Milwaukee, its wonderful transportation facilities and the fact that June is Wisconsin's ideal month, insure a very large attendance.

For full information as to special railroad rates, hotel reservations, etc., please address

Associated Advertising Clubs,

110 West 40th Street, New York, N. Y.

Adopting Individual Office Plan

The Toronto Type Foundry Co., Limited, are making extensive alterations to their general offices at Toronto, installing individual offices for executives and salesmen.

New Features Of Linotype Shown

Throughout the convention of the A. N. P. A., five of the newest model Linotypes were exhibited in the East Room of the Waldorf-Astoria by the Mergenthaler Linotype Company. The machines shown were Models 8, 9, 14, 22 and 24.

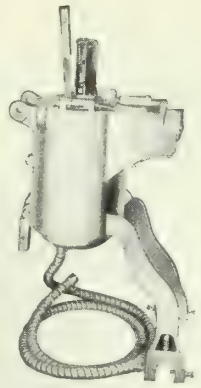
Particular attention was directed to the improved Models 8 and 14, the construction of which makes possible the removal and replacement of the lower or any other magazine in a few seconds' time, from the front of the machine. And demonstrations were given of the ease and speed with which a single-magazine Model 8 or Model 14 can be converted into a two- or three-magazine machine, by the operator himself, right in the composing room.

Another feature of the exhibit was a large panel listing, through the medium of newspaper heads, the many users of display Linotypes. A working model of the Linotype escapement mechanism was shown, as was, also, an unattached four-mold disk in position on a mold slide.

New Members Of Latham Sales Force

Mr. Hubert J. Scheer of Chicago, until recently with the Midvale Steel and Ordnance Co., has joined the sales force of the Latham Machinery Co., and is connected with their Chicago office. Mr. Scheer has had wide experience in the sale of bookbinders and boxmakers equipment, having been connected with the Charles Beck Co., of Philadelphia, for a number of years. Mr. Scheer thoroughly understands the needs of the trade and his experience will make it possible for him to assist the bookbinder and printer in working out any problems he may have. He will cover the Canadian field from time to time.

Another new member of the Latham Sales force is Mr. H. C. Omann, who will also be a visitor to Canada in the interests of the Latham line.



Cline Fortified Interchangeable Electric Melting Pot

FITS ANY STANDARD TYPESETTING MACHINE AND IS INTERCHANGEABLE.

Write us for further details.

CLINE ELECTRIC MFG. CO.

CHICAGO NEW YORK

"LUSTRE" BLACK

is Still

"The Best Ink made to-day for Half-Tone Printing"

and

"The BLACK that is ALWAYS THE SAME"

Colour Matching a Specialty

Shackell, Edwards & Co.
LIMITED
127 Peter Street Toronto, Canada

ALL OUR INKS ARE MADE IN CANADA AND HAVE BEEN SINCE 1911

The Only

BRITISH

Process Screens

DIAMOND

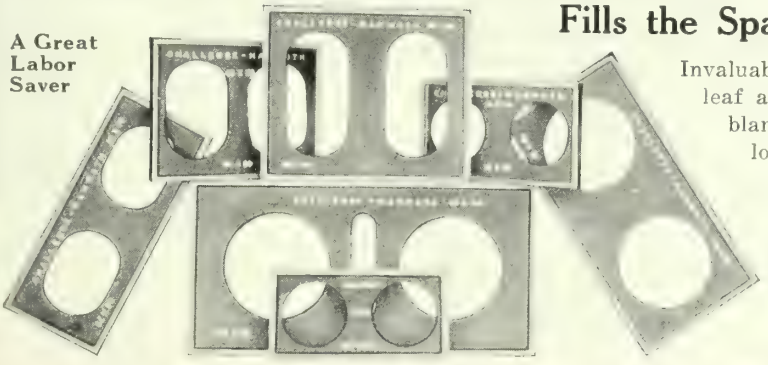
for
HALF-TONE, COLOR
and
GRAVURE

List Free:
F. E. Brown & Co.
Cutlaxton St.
Leicester,
Eng.

Challenge Mammoth Iron Furniture

Fills the Space Quickly and Accurately

A Great Labor Saver



Invaluable for large, open forms, such as loose-leaf and blank-book work, blank pages in forms, blanking out in color and folding box forms, locking small forms on cylinder presses, etc. Made in sixty-five handy sizes, from 15x15 to 60x120 picas. Indestructible, easy to handle and light in weight.

Send for Prices and List of Sizes

The Challenge Machinery Co.
Grand Haven, Michigan, U. S. A.
Chicago, 124 S. Wells St. New York, 461 Eighth Ave.



The natural, fast way for display composition

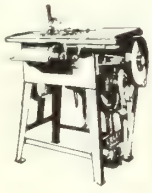
The Ludlow is a complete system—direct, simple and natural—with which the compositor sets and casts new display typefaces in quality slug form.

It provides an unlimited quantity of display lines in always-new typefaces. It maintains all the artistry and flexibility of single types, without the difficulties and limitations of either keyboard or storage systems.

The system consists of Ludlow brass matrices, Ludlow composing sticks, Ludlow steel matrix cabinets and the Ludlow Typograph—a simple automatic casting machine.

Speed is a natural, inherent characteristic of the Ludlow. From the setting of the easily handled Ludlow brass matrices to the making-up of the all-slug form, the Ludlow method is direct and simple—therefore fast and economical.

Ludlow typefaces include regular, condensed, bold and extended faces in roman and true-cut, unbreakable italic. More than two hundred fonts for selection—from 12 point all the way up to and including 60 point.



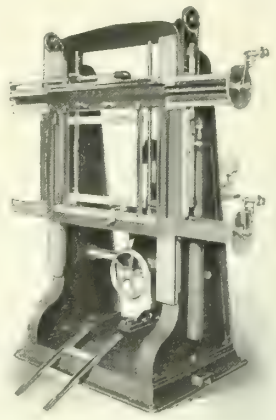
Ludlow Typograph Company
2032 Clybourn Avenue, Chicago
Eastern Office: World Building, New York City

The Ludlow is a system for display composition on slugs—12 to 60 point.

LUDLOW QUALITY SLUG COMPOSITION ABOVE 10 PT.

LITHOTEX

Photo-Mechanical Machines



For manufacturers of design fabrics, including cloth, silks, oilcloth, wallpaper, etc.—and for lithographers.

Photo-Mechanical machines and processes for making designs for printing rollers and for placing same on rollers, and also for making up zinc plates for lithographic work.

The Lithotex Corporation solicits your order for one of its installations consisting of step and repeat machine, cameras, printing frame, machine for placing designs on printing rollers and processes; or for any part thereof that may be useful in your business.

Inquiry may be made for further particulars at the Company's home office, 43 Cedar Street, New York City, or to

Canada Machinery Corporation, Limited
GALT, ONTARIO, CANADA

Where Machines Will be Made Upon Order

Machines and processes covered by the following Canadian patents:

Pat. No.	Date	Pat. No.	Date
131,305	Feb. 28, 1911	140,323	May 14, 1912
136,203	Oct. 17, 1911	140,760	May 28, 1912
137,277	Dec. 12, 1911	141,157	Oct. 8, 1912
137,391	Dec. 19, 1911	143,172	June 18, 1912
137,392	Dec. 19, 1911	146,285	Mar. 4, 1913
137,393	Dec. 19, 1911	149,258	July 15, 1913
139,317	Mar. 26, 1912	149,259	July 15, 1913

A Trip Around the World

¶A trip around the world with a well-known advertising man as your guide—studying the advertising art of the entire world. Would n't that be an interesting experience? Through England, France, Germany, Spain, Italy, Africa, India, the Orient, Australia, and South America, analyzing the advertising methods of these countries, finding why they advertise differently, studying their national traits, prejudices, ideals, and habits—the whys and wherefores of advertising and advertising art throughout the world.

¶THE PRINTING ART in the March issue begins a series of articles entitled *The Advertising Art of Foreign Countries*, written by a well-known practical advertising man and artist—a man who *knows* foreign advertising.

¶The articles will be illustrated throughout, and no expense will be spared to make the series a practical reference work for advertising men, artists, export men, and manufacturers.

We believe this series to be the first of its kind ever published bringing an analysis and study of the advertising of the world's nations under a single head—a ready reference library invaluable to any man interested in advertising or commercial art.

There will be twelve, possibly more, articles in the series—each article carrying a wealth of information and valuable ideas. They will be interesting, *unusual*, and INVALUABLE.

Your name and address on the form herewith will start your subscription—MAIL IT *NOW*.

The department "Selling by the Printed World," edited by Mr. Robert Ruxton, appears in THE PRINTING ART every month, chock full of sound common sense—an advertising mint for those striving to *sell* by the Printed Word—*Printed Salesmanship*.

The Printing Art, Cambridge, Mass.

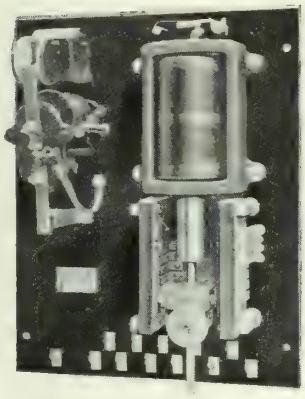
Gentlemen: Please send me THE PRINTING ART for one year, beginning with the number starting the series "The Advertising Art of Foreign Countries." You may send me a bill for $4.00 (Canada, $4.50; Foreign, $6.00) to cover this subscription, which I agree to pay promptly *on the condition that if after receiving three issues, I am not perfectly satisfied, you are to refund the money without question, and I am to keep the three issues without obligation.*

Name _____

Street _____

City and State _____

Next time you have Motor or other Electrical Trouble—



Pre-Determined Push-Button Controller—MADE in CANADA

Send for us

You can depend on us getting right down to the job without wasting your time and our own. Moreover, our Staff are specially trained—they do the thing **right**, the **first** time. When we say you can have a machine back at a certain date; you can go ahead with your own plans knowing you will get it when promised.

We make a point of keeping "up to the minute" in methods connected with print shop troubles, a fact that often means a saving to you.

Try us with a rush job.

The Leslie Electric Co.

74 Grange Ave., Toronto

Telephone Coll. 490

INDIAN  **BRAND**

GUMMED PAPERS

Have been used for years, and the demand for this Canadian made sheet is growing by leaps and bounds. There is a reason for this. Quality is there, and any jobber can supply your needs promptly.

Canadian Nashua Paper Co.,

LIMITED

PETERBORO, ONTARIO

Sold through all Prominent Jobbers



Go to Goes for

The Goes Art Advertising Calendar Pictures
The Goes Art Advertising Calendar Mounts
The Goes Lithographed Calendar-Pads

A varied assortment of original styles has been prepared especially for the 1923 calendar trade. Also

The Goes Art Advertising Blotters
The Goes Art Advertising Mailing Cards
The Goes Art Advertising Calendar Cards
The Goes Art Advertising Hangers

The Goes Printers' Helps also include

Diplomas and Certificates-of-Award for all purposes

Stock Certificates *Common-Law Certificates*
Bordered Blanks *Bond Blanks*

The Goes Common-Law Record Book and the Goes Corporation Record Books are complete record books. *Forms helpful during the organization, as well as in the keeping of subsequent records, are provided.*

Samples or descriptive matter of all of these Goes Products, will be sent promptly upon request

Goes Lithographing Company

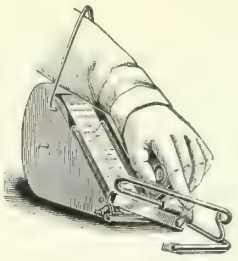
41 West 61st Street, Chicago



Printing
and
Lithographing Machinery
of all kinds

Complete Service for Rebuilding and Moving Presses. Agents for Rosback Perforators and Stitchers, Bunn Tying Machines, Southworth Punches and Holdfast Hangers. All kinds of Printing and Lithographing Materials.

Thomas W. Hall Co. Inc.
409 Ninth Avenue, New York City
2 Blocks from Penn Station



THE ROBERT DICK
MAILER

Reduces mailing expense
Efficient
Light
Inexpensive
Addresses (expert) 8,556 an hour
Beats them all
Leads, others follow
Easy to operate

Write to-day for interesting Booklet

REV. ROBERT DICK ESTATE
137 W. TUPPER ST. -:- BUFFALO, N.Y.

The Don Valley Paper Co. Limited TORONTO

Ask Your Jobber for

MAPLE LEAF BRISTOL

High Grade Bristol in White and following colors: Pink, Canary, Green, Salmon, Blue, Cherry, Buff, Lilac. Made up in index size on special orders.

Made in Canada by

THE DON VALLEY PAPER CO., LTD.
TORONTO, CANADA

THE SUMMIT OF QUALITY
ESLEECK'S THIN PAPERS
MADE AT TURNERS FALLS, MASS. BY
ESLEECK MFG. COMPANY

You may rely on Esleeck's

Onion Skin, Manifold and Thin Bond Papers

Made of New Rag Stock

Useful for duplicate copies of letters, records, legal reports, etc.;
—for branch-office letters and bulletins;
—for salesman's letters, lists, etc.;
—For foreign invoices and other printed forms on which manifold copies are made, and
—for various other purposes requiring thin papers that are strong and durable.

ESLEECK MFG. COMPANY
TURNERS FALLS, MASS.
Ask Dept H. for Samples

CO. LTD.

BINDER BOARDS—PASTED MILL BOARD—WOOD & CHIPBOARD —PASTE POWDER—GLUEY PASTE—METAL COATING—PADDING GLUES—ENVELOPE GUM

BEVERIDGE SUPPLY CO., LTD.
628-630 St. Paul St. W., MONTREAL

Blanks
Bristol Boards
Glassines—Parchments
Onion Skins—French Folios
Matrix Papers—Stereo Tissues
Stereotype Supplies—Mailing Papers
Wrappings — Kraft, Manilla and Fibre

A Great Combination:

Ideal Vulcanized Oil Rollers

For Distributors, Ductors, Angles, etc.

AND

Endurance Composition Rollers

for Forms, Platen Presses, etc.

If you do not know what "Ideal" Rollers are, write for descriptive literature. Ideal Rollers will save you dollars this coming summer. ***Ideal Rollers cannot soften or melt under any pressroom condition.***

THE AULT & WIBORG COMPANY OF CANADA LIMITED

TORONTO MONTREAL WINNIPEG VANCOUVER

KIMBLE IN CANADA

KIMBLE MOTORS

Canadian printers equip their shops with Kimble motors. They have found the Kimble motor to be the printer's motor, being designed from the bottom up for just one job, and that job is to run printers' machinery.

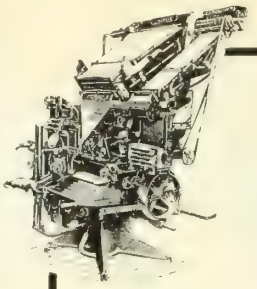
Canadian sales and service are handled by our efficient representatives, reinforced by years of intimate association with us.

KIMBLE ELECTRIC COMPANY

CHICAGO, U.S.A.

GREAT WEST ELECTRIC CO., LTD., 57 Albert St., Winnipeg, Man., for all points west of Port Arthur and Fort William.

MASCO COMPANY, LTD., 76 Richmond St. E., Toronto, for all points east of Port Arthur and Fort William.



Typesetting Service!

Linotype and Monotype composition for the trade handled with accuracy and speed.

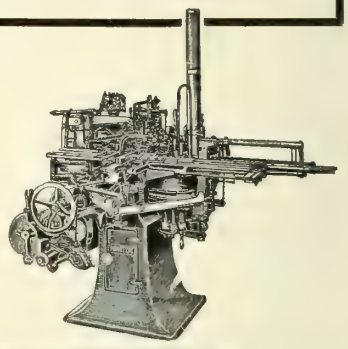
Try our service and learn why we have grown in less than three years into the largest trade typesetting concern in Canada. Type delivered in page or galley form. No work too intricate. English translated into French.

CATALOGUE WORK A SPECIALTY.

Mono-Lino Typesetting Co.
Limited
160 Richmond St. W., Toronto

Canadian Agents For:
Ludlow Typograph and Elrod Strip Machines.

No Connection with any Printing House



Second Educational Graphic Arts Exposition

held in connection with the

Third Annual Convention

International Association of Printing House Craftsmen

Mechanics Building, Boston, Mass., August 28 to September 2, 1922

Reservations for space March 16, 1922

American Assembling Machine Co.
American Type Founders Co
American Writing Paper Co
Arnold Roberts Co.
Babcock Printing Press Mfg. Co.
Barrett-Cravens Co.
Barnhart Bros. & Spindler
Berry Machine Co
Bingham Bros.
Blatchford Co., E. W.
Brackett Stripping Machine Co.
Carter & Co., John
Carter, Rice & Co.
Chandler & Price
Claflin & Co., W. H.
Cline Electric Co.
Collins Mfg. Co., A. M.
Cleveland Folding Machine Co.
Dexter Folder Co.
Economy Baler Co.
Erickson Linotype Tabular Machine Co.
Falulah Paper Co.
Fielding Publishing Co.
Forbes Lithograph Mfg. Co.
Freedman Bros.
Freeman, Frederick

Friel & Friel
Golding Mfg. Co.
Hacker Mfg. Co.
Hall Co., A. W.
Ham, Arthur E.
Hancock Perfecting Lineup Machine Co.
Hansen Type Foundry, H. C.
Harris Automatic Press Co.
Hill-Curtis Co.
Indiana Chemical Co.
Inland Printer
International Paper Box Machine Co.
Intertype Corporation
Japan Paper Co
Knight, Allen & Clark
Kwik Co
Lanston Monotype Co.
Latham Machinery Co.
Lawson Co., E. P.
Lewis Shepard Co
Liberty Folder Co.
Linograph Co.
Litchfield Lino-Plate Co.
Lotter Cces Co
Ludlow Typograph Co.

Margach Mfg. Co.
McCain Bros. Mfg. Co.
McLauthlin Co., Geo. T.
Menasha Mfg. Co.
Mergenthaler Linotype Co.
Miller Saw-Trimmer Co.
Miehle Press Mfg. Co.
Montello, Vincent
Morrill, George H.
Munsell Co.
National Announcement Ass'n.
Nelson, C. R. and W. A.
New England Electrotype Co.
New England Ink Ass'n
New Safety Paper Co.
Osgood & Co., J. H
Oswald Publishing Co.
Printing Machinery Co
Page & Shaw
Poor Richard Corp.
Pophal, Emil A
Pitt, J. W.
Potdevin Machine Co.
Premier & Potter Printing Press Co.
Premier Register Table Co.
Prescott, H. S.
Printing Trades Blue Book

Peck Co., R. S.
Revolvator Co.
Richards Co., J. A.
Richards & Co.
Royal Electrotype Co.
Sleight-Metallic Ink Co.
Smyth Co., Jos. E.
Southworth Machine Co.
Specialty Automatic Machine Co.
Stone & Andrew, Inc.
Storrs & Bement, A.
Strathmore Paper Co.
Southgate Press
Taylor Registering Projector Co
Thompson & Norris Co.
Thompson Type Machine Co.
Thomson Press & Mfg. Co., John
Tolman Print, Inc.
United States Envelope Co.
United Printing Machinery Co.
United Shoe Machinery Co.
University Press.
Walden Sons & Mott Co.
Warren Co., S. D.
Wesel Mfg. Co.
Wild & Stevens, Inc.

This list is composed of representatives in all the branches of the printing and allied trades. An exhibitor at this great Exposition will meet and interest more people than his sales force could call on in one year and at a time when the purchaser is in a receptive frame of mind and is seeking information and new ideas. Reservations for space should be sent for at once to

Boston Graphic Arts Exposition, Inc., 10 High Street, Boston, Mass.

Riverdale Cover

Antique

Blue
Gold
White
Green
Brown
Granite
Steel Gray
15½c. lb.

Scarlet
22c. lb.

STOCKED IN
26 x 40—100
26 x 40—120
26 x 40—160

Fred W. Halls Paper Co.
Limited
257-261 Adelaide Street West
TORONTO - ONTARIO
On the basis 26 x 40—100



EQUALLY attractive either as a book or cover paper, UTILITY-ACCORD serves a double purpose. Perfectly matched for color and texture in several weights, it may be used for text or covers for light or heavy mailing units.

UTILITY-ACCORD

Serves the Advertiser Well.

It is made in seven attractive colors in 20x20—65 lbs. and 20x26—130 lbs.; also in 25x38—60 lbs.

Have You a Sample Book of UTILITY-ACCORD?

NIAGARA PAPER MILLS

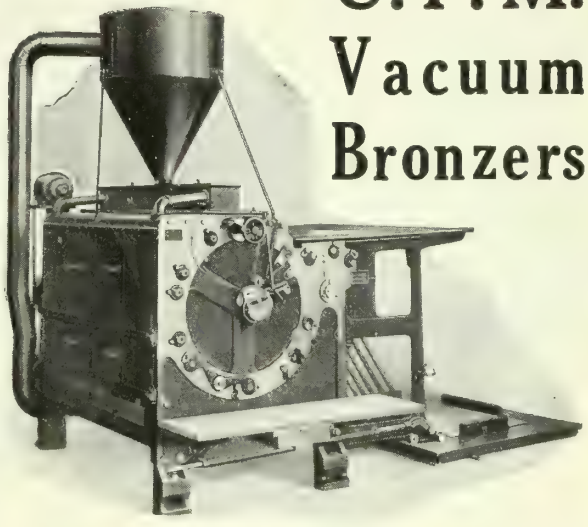
LOCKPORT, N.Y.

UNITED PRINTING MACHINERY COMPANY

24 Houses

that use a total of **113**

U.P.M. Vacuum Bronzers



CANADA

B. C. Printing & Lithograph Co., Vancouver, B. C.	1
Consolidated Lithographing & Manufacturing Co., Ltd., Montreal	1
Lawson & Jones, Ltd., London, Ont.	1
Miller Lithographic Co., Ltd., Toronto, Ont.	1
Royal Printing & Lithographing Co., Halifax, N.S.	1
Southam Press, Ltd., Montreal	1
Standard Lithographic Co., Ltd., Toronto, Ont.	1
Stovel Co., Ltd., Winnipeg, Man.	1

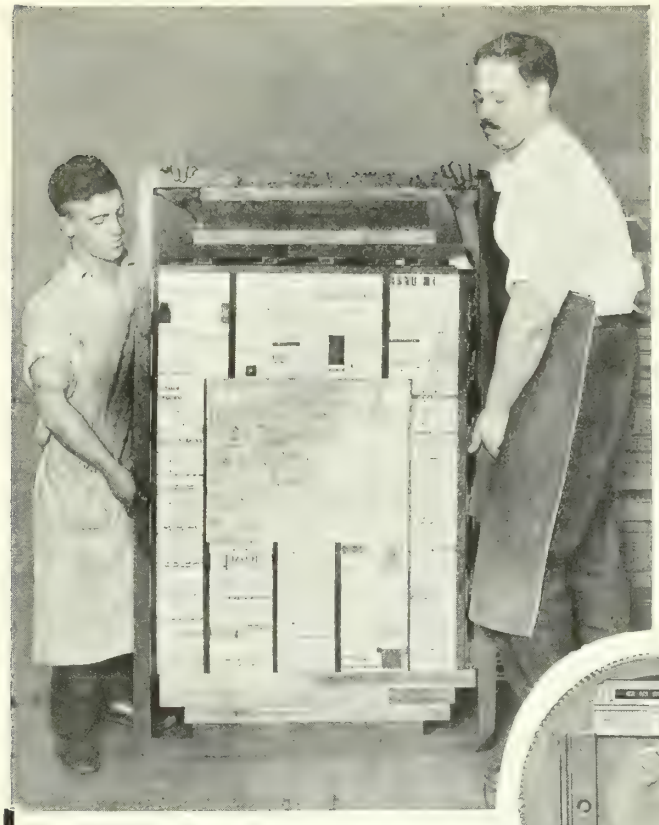
UNITED STATES

U. S. Printing & Lithograph Co.	24
Robert Gair Co.	10
Stecher Lithograph Co.	8
Forbes Litho Mfg. Co.	7
Calvert Lithograph Co.	6
National Folding Box & Paper C	6
Nevins Church Press	6
American Lithograph Co.	5
Wm. Steiner, Sons & Co.	5
Brockway-Fitzhugh-Stewart-Inc	4
Columbia Graphophone Co.	1
Heywood, Strasser & Voigt Litho. Co.	4
Ketterlinus Litho. Mfg. Co.	4
Multi-Colortype Co.	1
Pasbach-Voice Lithograph Co.	4
Simpson & Doeller Co.	4

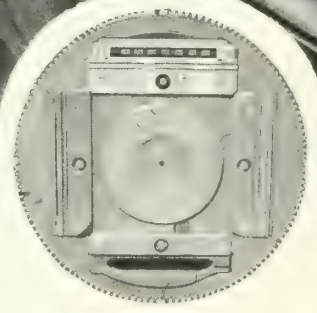
RE-ORDERS TELL

UNITED PRINTING MACHINERY CO.

38 Park Row, New York — 604 Fisher Bldg., Chicago — 83 Broad St., Boston



Steve's Stuff in a
Mammoth Two-Color Form





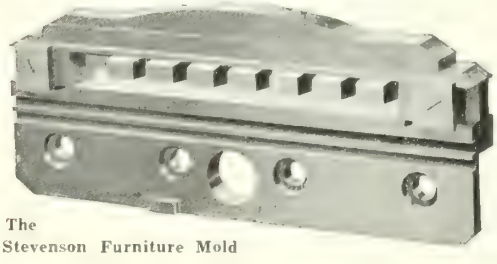
—and, a-Plenty
Still in the Rack

The Stevenson Furniture Mold

produces makeup material that can be cut, mitred, mortised, used over and over, or dumped like dead slugs. One cast, and it is new again. It comes in the handy makeup sizes. A handful or a galleyful. It is quick-action personified. That's why the ad man and the makeup man like it. It is the makeup sizes that are shy in every shop. Every makeup man will tell you so. Your own experience verifies it.

Why Continue the Old Makeshift Way?

when Steve's stuff is so much faster, better and cheap as linotype metal. Cast your own. Ninety per cent. of the type in your forms is cast on your own machines. Why not cast your own space and base. The old way you never have enough. This new way you always have a-plenty. The old time way is stiff, and cumbersome, and costly. This new way is elastic, flexible, and cheap. Write to-day and you will receive full particulars promptly. Sent anywhere in the world.



The
Stevenson Furniture Mold

ASHTON G. STEVENSON, INC.

400 S. Hoyne Avenue, Chicago, Ill.

Buyers' Guide



Newspaper and Magazine Accounts *EVERYWHERE*

Send us your delinquent accounts. Let us turn them into cash for you.

No Collection, No Charge—Prompt Returns.

Reult - Reult

REFERENCES—The Bank of Nova Scotia and over 200 satisfied Canadian publishers for whom we have been collecting for the last nine years.

The Canadian Mercantile Agency
OTTAWA, CANADA

SEE PAGE 71 ?

Efficient Equipment

Study the advertisements in The Canadian Printer and Publisher—they point you to what is right in the latest printing office equipment.

Buy Today

THE firms listed in this Buyers' Guide are all advertisers in PRINTER AND PUBLISHER. *Refer to the ads. by consulting the Index. Our interests are mutual—tell the advertisers you read their ad. in* PRINTER AND PUBLISHER. *Patronize* PRINTER AND PUBLISHER *advertisers—they are all definitely interested in the promotion of efficiency in equipment and service in Canada's allied printing trades.*

Pollard-Alling Co., New York, N Y
Toronto Type Fdry Co., Ltd., Toronto

ADDRESSING MACHINES
The Challenge Machinery Co., Grand Haven, Mich.
Miller & Richard, Toronto, Ont.
Westman & Baker Limited, Toronto.

BADGES, METAL, RIBBON AND CELLULOID
Bastian Bros., Cobourg, Ont.

BALERS FOR WASTE PAPER
Golding Mfg. Co., Franklin, Mass.
Logan, H. J., Toronto.
Miller & Richard, Toronto, Ont.
Stephenson, Blake & Co., Toronto.
Stewart, Geo. M., 92 McGill St., Montreal.
Toronto Type Fdry Co., Ltd., Toronto, Ont.
Westman & Baker Limited, Toronto.

BINDERY EQUIPMENT AND SUPPLIES
(See also CUTTING MACHINES)
Hickok Mfg. Co., Harrisburg, Pa.
Berry Machine Co., St. Louis, Mo.
Dexter Folder Co., New York.
Golding Mfg. Co., Franklin, Mass.
Hall Co., Inc., Thomas St., New York City.
Logan, H. J., Toronto.
Machine Builders Ltd., Montreal.
Morrison Co., J. L., Toronto, Ont.
Stephenson, Blake & Co., Toronto.
Stewart, G. M., Montreal.
Toronto Type Fdry Co., Ltd., Toronto, Ont.
Westman & Baker Limited, Toronto.

BINDERS—LOOSE LEAF
Brown Bros., Limited, The, Toronto.
Vawter-Luckett Co., Toronto

BRONZING MACHINES
United Printing Machinery Co., Boston.

COMPOSING ROOM EQUIPMENT
(See also LEADS, SLUGS AND TYPE)
The following list covers Iron Furniture—
Hall Co., Inc., Thomas St., New York City.
Hamilton Mfg. Co., Two Rivers, Wisconsin.
Miller & Richard, Toronto, Ont.
Printers' Ideal Equipment Mfg. Co., Toronto.
Stephenson, Blake & Co., Toronto.
The Challenge Machinery Co., Grand Haven, Mich.
DeCarle-Wareham Co., Toronto.
Toronto Type Fdry Co., Ltd., Toronto, Ont.
Westman & Baker Limited, Toronto.

COUNTING MACHINES
Miller & Richard, Toronto, Ont.
Stephenson, Blake & Co., Toronto.
Toronto Type Fdry Co., Ltd., Toronto, Ont.
Westman & Baker Limited, Toronto.

CUTTING MACHINES—PAPER
Golding Mfg. Co., Franklin, Mass.
Miller & Richard, Toronto, Ont.
Morrison Co., J. L., 445 King St. W., Toronto.
Printers Machinery Co., Limited, Toronto.
Stephenson, Blake & Co., Toronto.
The Challenge Machinery Co., Grand Haven, Mich.
Toronto Type Fdry Co., Ltd., Toronto, Ont.
Westman & Baker Limited, Toronto.

COLLECTION AGENCIES
Canadian Mercantile Agency, Ottawa.
Dominion of Canada Credit Service, Toronto.

EFFICIENCY EXPERT
Pepper, J. L., 602 Lumsden Bldg., Toronto.

ELECTROTYPING AND STEREOTYPING
Rapid Electrotype Co. of Canada, Toronto.
Toronto Electrotype & Stereotype Co., Toronto.

ELECTROTYPE AND STEREOTYPE BASES
The Challenge Machinery Co., Grand Haven, Mich.
Toronto Type Fdry Co., Ltd., Toronto, Ont.
Westman & Baker Limited, Toronto.
Miller & Richard, Toronto, Ont.

ELECTROTYPE METAL
Canada Metal Co., Limited, Toronto.

EMBOSSING EQUIPMENT
Golding Mfg. Co., Franklin, Mass.
Stephenson, Blake & Co., Toronto.
Miller & Richard, Toronto, Ont.
Toronto Type Fdry Co., Ltd., Toronto, Ont.
Westman & Baker Limited, Toronto.

ENGRAVERS' EQUIPMENT
Engravers' Machinery Co. of Can., Ltd., Montreal.

Says we are wizards

Said an Ontario publisher in a letter the other day:

"Before we sent you a list of our past due subscriptions we did everything we could to collect the money ourselves. We couldn't get it. Already you have renewed the majority of them. You're wizards, that's all!"

We'll turn your past due subscription and advertising accounts into cash in jig time. Write us To-Day!

DOMINION OF CANADA CREDIT SERVICE

P. O. Box 156 Toronto

WE PAY
SPOT CASH
FOR
Type Metal Drosses
Old Small Type
Electros and Stereos

CANADA METAL CO.
LIMITED
Reclaiming Department
TORONTO

Mail Orders a Specialty

J. A. BAKER

Confidential Secretary to Men of Means

By Appointment

Toronto Bank Bldg., 205 Yonge St.
Phone Main 763

Expert Penman and Instructor

Established 30 years in Toronto

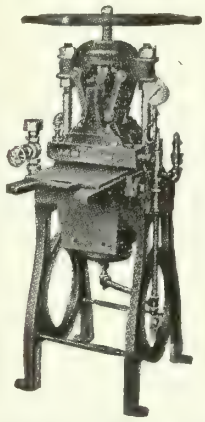
At Your Service For

SOCIETY STATIONERY

Announcements, Invitations, Professional and Visiting Cards, Addresses, Resolutions, etc.

Buyers' Guide

PRINTERS!



Make your own rubber stamps with very little extra equipment.

Send For Catalog.

THE J. W. F. DORMAN CO.
BALTIMORE - MD.

TICONDEROGA PULP AND PAPER CO.

Machine Finish, Special Magazine and Antique Finish

BOOK, MAGAZINE, COATING, LITHOGRAPH AND MUSIC

PAPERS

Mills at Ticonderoga, N.Y.
Sales Department
Rooms 800-816. 522 Fifth Avenue, New York

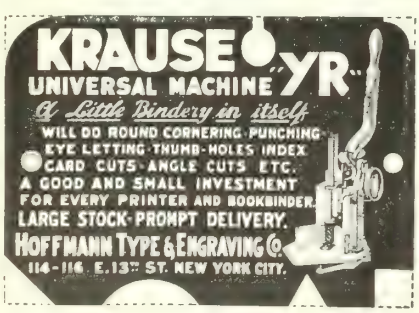


BERRY ROUND HOLE CUTTER

Drills or "cuts" clean holes through any paper or pasteboard stock ten times as fast as a die punch.

Will drill from one to six holes in one operation. Built in Four Models.

Berry Machine Co.
300 N. Third St. St. Louis, Mo.



ENGRAVERS
Legge Bros., Toronto, Ont.
National Photo Engraving Co, Montreal.

ENVELOPE MANUFACTURERS
Toronto Envelope Co., Toronto.
Dawson Ltd., W. V., Montreal and Toronto.

ESTIMATING AND COST SYSTEMS
Porte Publishing Co., Salt Lake, Utah, U.S.A., and 32 Temperance St., Toronto.

FEATURES AND READY PRINT SERVICE
Brown Bros., Limited, The, Toronto.
International Syndicate, Baltimore, Md

GUMS, PADDING AND PASTES
Beveridge Supply Co., Ltd., Montreal, Que.

FIRE EXTINGUISHER
Bennett & Wright, Toronto.

INK (PRINTING) MANUFACTURERS
(*Including Bronzing Powders.)
Ault & Wiborg Co., Toronto, Ont.
Charles Bush, Limited, Toronto.
Canada Printing Ink Co., Toronto.
Columbia Printing Ink & Roller Co., Vancouver, B. C.
Dominion Printing Ink Co., Ltd., Toronto.
Huber Ink Co., Toronto.
Manton Bros., Toronto, Ont.
Shackell, Edwards & Co., Ltd., Toronto.
Sinclair, Valentine & Hoops, Ltd., Toronto, Ont.

LEADS, SLUGS AND TYPE
DeCarle-Wareham Co., Toronto.
Great Western Smelting & Refining Co., Vancouver, B.C.
Miller & Richard, Toronto, Ont.
Stephenson, Blake & Co., Toronto.
Toronto Type Fdry Co., Ltd., Toronto, Ont.
Westman & Baker Limited, Toronto.

LITHOGRAPHERS
Goes Lithographing Co., Chicago, Ill.

MAILING MACHINES
Miller & Richard, Toronto, Ont.
Chauncey Wing's Sons, Greenfield, Mass.
Pollard-Alling Co., New York, N.Y.
Rev. Robert Dick Estate, Buffalo, N.Y.

MAILING GALLEYS
The Challenge Machinery Co., Grand Haven, Mich.
Miller & Richard, Toronto, Ont.
Toronto Type Fdry Co., Ltd., Toronto, Ont.
Westman & Baker Limited, Toronto.

MELTING POTS, ELECTRIC
Cline Electric Co., Chicago, Ill.

METAL
(For all kinds of Typesetting Machines and for stereotyping purposes.)
Canada Metal Co., Limited, Toronto.
Great West Smelting & Refining Co., Vancouver.

METAL FURNITURE
De Carle-Wareham Co., Toronto.
Miller & Richard, Toronto, Ont.
Mono-Lino Typesetting Co., Toronto.
The Challenge Machinery Co., Grand Haven, Mich.
Toronto Type Fdry Co., Ltd., Toronto, Ont.
Westman & Baker Limited, Toronto.

MOTORS AND TRANSMISSION
Cline Electric Co., Chicago, Ill.
Hall Co., Inc., Thomas St., New York City.
Kimble Electric Co., Chicago.
Leslie Electric Co., Toronto.
Manton Bros., Toronto, Ont.
Printers' Machinery Co., Limited, Toronto.
Toronto Type Fdry Co., Ltd., Toronto, Ont.
Westman & Baker Limited, Toronto.

NOVELTIES
Bastian Bros., Cobourg, Ont.

PAPER MANUFACTURERS AND DEALERS
Beveridge Supply Co., Ltd., Montreal, Que.
Brown Bros., Limited, The, Toronto.
Buntin, Gillies & Co., Ltd., Hamilton, Ont.
Butler & Jones, Toronto, Ont.
Canada Paper Co., Toronto.
Dawson Ltd., W. V., Montreal.
Don Valley Paper Co., Toronto, Ont.
Esleeck Mfg. Co., Turner's Falls, Mass.
Halls Paper Co., Ltd., Fred. W., Toronto, Ont.
McFarlane, Son & Hodgson, Montreal, Que.
Niagara Paper Mills, Lockport, N.Y.
Ritchie & Ramsay, Ltd., Toronto, Ont.
Rolland Paper Co., Ltd., Montreal, Que.
Butler & Jones, Toronto.
Scott Ltd., J. & J., New York City.
Ticonderoga Pulp & Paper Co., New York.
United Paper Mills, Ltd., Toronto.
Whyte Paper Co., Ltd., Toronto.
Wilson Munroe Co., Toronto.

PAPER, TYMPAN
Cromwell Paper Co., The, Chicago, U.S.A.
Smith, Davidson & Wright, Limited, Vancouver, B.C.

Features

Weekly Fashion Page by Joel Feder
Handicraft in the Home by Alice U. Fewell
Daily Fashion Hints by Mabel Whitney
Hints for the Motorist by Albert L. Clough
Us Kids (the new 6-col. strip) by O'Neil
Daily Comic Cartoon (3-col.) by Hanny
Noozie, the Sunshine Kid by Hop
Daily Puzzles and Jingles by Wellman
Weekly House Plans by Charles S. Sedgwick
Lessons in Baseball by J. B. Sheridan
Lessons in Boxing by Spike Webb
Useful Bird Citizens by J. Hammond Brown
Classified Promotion Series by T. R. Longcope
The Ad-route (house organ) by W. S. Ball

Also Weekly Camera News, Children's and Feature Pages; Daily 1-col. Comics and Portraits.

Proofs, prices and sample mats with pleasure on request.

The
International Syndicate

Catering to Your Feature Needs Since 1899

213-215 Guilford Ave., BALTIMORE, MD.

Rate for Classified Advertising

Rates (payable in advance.): Two cents per word. Count five words when box number is required. Each figure counts as one word. Minimum order $1.00. Display rates on application.

Buyers' Guide

PAPER RULING EQUIPMENT
Hickok Mfg. Co., Harrisburg, Pa.
Stephanson, Blake & Co., Toronto, Ont.
Toronto Type Foundry Co., Ltd., Toronto.

PENMANSHIP
J. A. Baker, Toronto.

PRESSES, ROTARY
Duplex Printing Press Co., The, Battle Creek Michigan.
Goss Printing Press Co., Chicago, Ill.
Hoe & Co., 504-520 Grand St., New York.

PRINTING PRICE LISTS
Porte Publishing Co., Toronto.
Wilson-Munroe Co., Ltd., Toronto.
The Federal Paper Co., Montreal, Que.

PAPER, MAILING AND MATRIX
Beveridge Supply Co., Ltd., Montreal, Que.

PRESSES AND OTHER EQUIPMENT
(Includes Cylinder and Job Presses, Gauges, etc. See Embossing, Eq.)
Babcock Printing Press Co., New London, Conn.
Golding Mfg. Co., Franklin, Mass.
Goss Printing Press Co., Chicago.
Hoe & Co., R., New York
Intertype Corporation, Toronto.
Linotype & Machinery, Ltd., London, Eng., and 68 Temperance St., Toronto.
Stephenson, Blake & Co., Toronto.
Manton Bros., Toronto, Ont.
Megill, Ed., 60 Duane St., New York City.
Miehle Printing Press & Mfg. Co., Chicago.
Morrison Co., J. L., Toronto, Ont.
Premier & Potter Ptg. Press Co., Inc., New York
Printer's Machinery Co., Limited, Toronto.
The Challenge Machinery Co., Grand Haven, Mich.
United Printing Machinery Co., Boston.
Westman & Baker Limited, Toronto.
Miller & Richard, Toronto, Ont.

THE CRAFTSMAN

ANOTHER new idea being issued as a part of the Franklin Printers Service —and an instantaneous hit

The greatest typographers will contribute their best efforts to The Craftsman

Nothing else just like it

A sample copy and full particulars sent to established printers making the request on their own stationery

The Porte Publishing Co.
32 Temperance St.
Toronto, Canada

Machine Builders Ltd., Montreal.
Manton Brothers, Toronto.
New Era Mfg. Co. Patterson, N.J.
Toronto Type Foundry Co., Ltd., Toronto.

REPAIR WORK
The Midwest Matrix Co., Goodland, Kansas.

RUBBER STAMP OUTFITS
Barton Mfg. Co., The, New York, N.Y.

"REDUCOL"
Manton Bros., Toronto.

ROLLERS
Canada Printing Ink Co., Ltd., Toronto.
Columbia Ptg. Ink & Roller Co., Vancouver, B.C.
Manton Bros., Toronto, Ont.
Sinclair, Valentine & Hoops, Toronto.

SIGNS
National Sign Co., Toronto.

TINNING, ETC.
Cooper Calendar Metal Co., Toronto.

TYPE-HIGH MACHINES
The Challenge Machinery Co., Grand Haven, Mich.
Toronto Type Foundry Co., Ltd., Toronto.
Westman & Baker Limited, Toronto.

TYPE, LEADS AND SLUGS
(Includes Type of all kinds—Wood, Brass or Lead.)
York, N. Y.
DeCarle-Wareham Co., Toronto.
Toronto Type Foundry Co., Ltd., Toronto
Stephenson, Blake & Co., Toronto.
Westman & Baker, Ltd., Toronto.

TYPESETTING
Mono-Lino Typesetting Co., Toronto.

TYPESETTING MACHINES
Canadian Linotype, Ltd., Toronto.
Intertype Corporation, Toronto.
Toronto Type Foundry Co., Ltd.
Lanston Monotype Machine Co., Toronto.

Fast Service and Expert Workmanship on

Printing Press Repair Work

When things go wrong call

JAMES BAIN & SON
ENGINEERS AND MACHINISTS
99 Mary St., Hamilton, Ont.

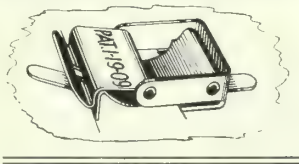
NOW is the time to Buy—don't wait. Consult these advertising pages. Our advertisers will *save* you money—Buy *Now*.

ELECTROTYPING and Stereotyping at any one of our three plants. All orders filled promptly. Service and quality on every order.

RAPID ELECTROTYPE CO. OF CANADA
Montreal Toronto London Windsor

McFarlane, Son & Hodgson, Limited
Wholesale Paper Dealers and Stationers
14 ST. ALEXANDER STREET : MONTREAL

STRAIT'S PATENT LEVER FEED GUIDE



The Logical Successor to the Quad, because dependable and saves time.

Carried in stock and sold by Type Foundries and Dealers everywhere.

H. H. STRAIT Manufacturer
Overland, Mo., U. S. A.

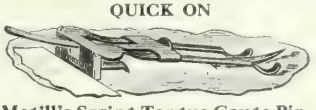
JOB PRESSES RUN PROFITABLY WITH MEGILL'S GAUGES

VISE GRIP



Megill's Double Grip Gauge
By the set of 3 with key and extra tongues.

QUICK ON



Megill's Spring Tongue Gauge Pin.
By the dozen or set of 3.

Accurate automatic register is obtained with Megill's Automatic Register Gauge. Saves its costs quickly in doing color or other fine register work on the job press. Free booklet.

Get them from your Type Founder or E. L. Megill, Pat. and Mfr., 763 Atlantic Ave., Brooklyn, New York

SERVICE

"Must Have Them To-Day"



ELECTROTYPES—
STEREOTYPES

The best way to safeguard the quality of your rush orders is to phone us. Quality work, done rapidly!

Phone Ad. 1638 — Also Long Distance Connections

TORONTO ELECTROTYPE AND STEREOTYPE COMPANY, LIMITED
122 Adelaide Street West, Toronto

Padding Composition — *Flexible Glues*

The
Columbia Printing Ink & Roller Co.
Manufacturing
Fine Printing Inks
and
"Hercules" Printers' Rollers
ALL SIZES FOR ALL CLIMATES

Show Card Inks—Artists' Drawing Inks—Marking and Stencil Inks (soluble in oil or water)—Rubber Stamp Inks—Laundry Inks—Steel Die Inks—Artists' Oil Colors—Label Paste for Tin or Glass.

1063 Hamilton St., Vancouver, B.C.

METAL EDGING
(TINNING)

FOR YOUR CALENDARS, ADVERTISING HANGERS, DISPLAY CARDS, ETC., ARE PROMPTLY AND CAREFULLY HANDLED BY

THE COOPER CALENDAR METAL COMPANY
12-16 PEARL STREET - TORONTO, ONTARIO
PHONE ADELAIDE 5547

THE ONLY SPECIALTY OF ITS KIND IN CANADA

WE ARE COMPLETELY EQUIPPED FOR, AND SPECIALIZE IN **METAL EDGING** AND **METAL SLIDES**, AND SOLICIT YOUR PATRONAGE. . . TRY US ONCE—YOU'LL CONTINUE TO.

THE MIDWEST MATRIX CO.
GOODLAND, KANSAS, U.S.A.

Expert Repairing of Spacebands, Keyboards and Virges
Linotype, Intertype and Linograph Mats

New and Improved Process of Mat Repairing

If troubled with "Squirts" write us for a new formula. Save your old mouthpieces. Sent FREE upon request. All work guaranteed. Trial orders solicited.

THE MIDWEST MATRIX CO.
GOODLAND, KANSAS, U.S.A.

PHOTO
ENGRAVINGS

For prompt service on Line Cuts, Half Tones, Duotones, Ben Day Work and Process Color Plates send your orders

TO

The Ronalds Press and Advertising Agency Limited

71-73 William Street : Montreal

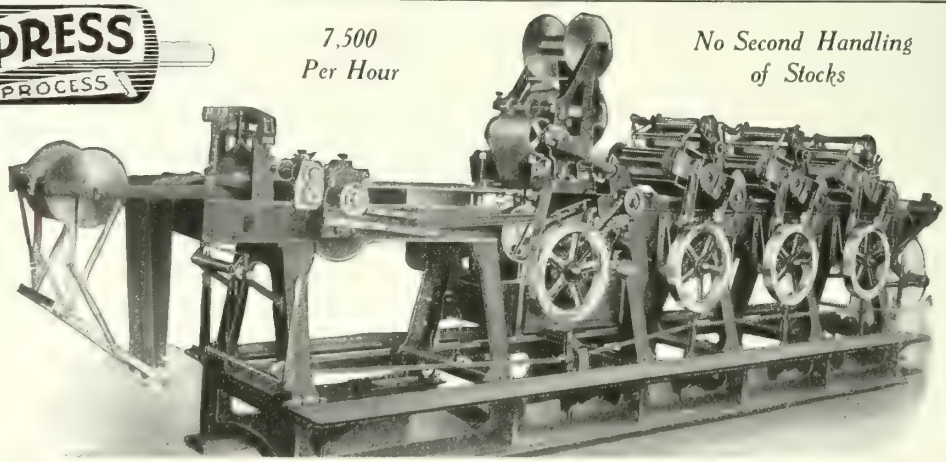
THE CANADIAN
PRINTER & PUBLISHER
Is a Member of the
AUDIT BUREAU
of CIRCULATIONS

MULTI-
NEW ERA PRESS
PROCESS

7,500 Per Hour

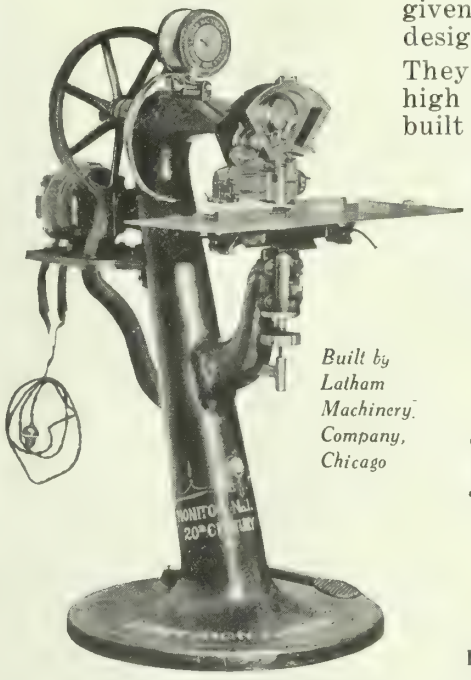
No Second Handling of Stocks

It is more than a Multi-Color Press. Prints in all colors on both sides of the paper at the same time; numbers, perforates, scores, die-cuts, punches, cuts both ways, rewinds or piles all at a speed of 7,500 impressions per hour. One man operates the New Era and there is no second handling of stock necessary. WRITE NOW!



New Era Mfg. Co., Inc.
394 Straight St., Patterson, N.J.

Lower Your Production Costs!



Built by Latham Machinery Company, Chicago

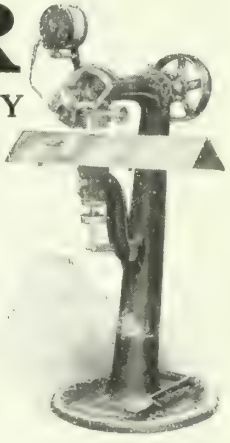
"Monitor" machines do more work and better work in a given time than other machines, owing to their superior design.

They are not only built to cut labor costs and turn out high quality work—they are sturdy in construction and built to last.

MONITOR

MACHINES FOR THE BINDERY

The "Monitor" line consists of Wire Stitchers of all kinds, Perforators, Punching Machines, Corner Cutting Machines, Numbering Machines, Embossing Machines — machines to meet every bindery requirement.



H. J. LOGAN

114 Adelaide Street West

TORONTO

Sole Agent
BROWN FOLDING MACHINE Co., Erie, Pa.

Sole Agent
LATHAM MACHINERY Co., Chicago

Selling Agents: McCAIN AUTOMATIC FEEDERS

GOLDING APPLIANCES

Here are two very desirable Tools for the Print Shop

Improved "Little Giant" Lead & Rule Cutter

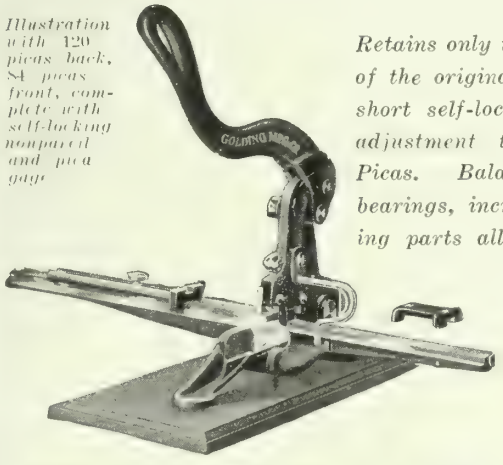


Illustration with 120 picas back, 84 picas front, complete with self-locking nonpareil and pica gage

Retains only the desirable features of the original machine. It has a short self-locking gage for quick adjustment to Nonpareils and Picas. Balanced handle, large bearings, increased power. Wearing parts all steel. Superior in design, material, finish, durability and ease of operation.

SIZES—No. 11 gauges, 80 picas. No. 12 gages 80 picas back, 69 picas front. No. 17 gages 120 picas. No. 18 gages 120 picas back, 84 picas front. Nonpareil and pica gage supplied extra.

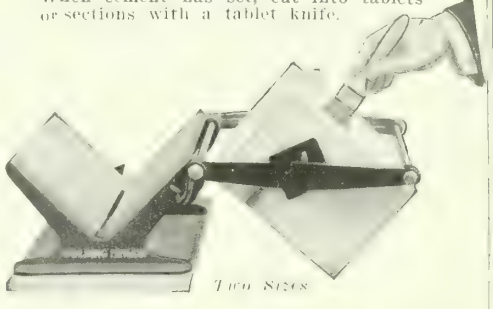
Order from your Dealer

Save Your Waste Paper

Practically every print shop today is throwing into the ash heap large quantities of good stationery that has been used on one side or slightly mutilated by improper use. This stationery can be conserved and turned into useful scratch pads by using this simple little machine.

The Golding Tablet Press

Is adaptable to blocking billheads, letterheads, noteheads, and general office forms. It is of cast iron and wood construction, easy to operate, simple, strong and convenient. Paper can be padded any thickness by simply inserting a set of cardboard packs where desired. Cement the edges. When cement has set, cut into tablets or sections with a tablet knife.



Two Sizes

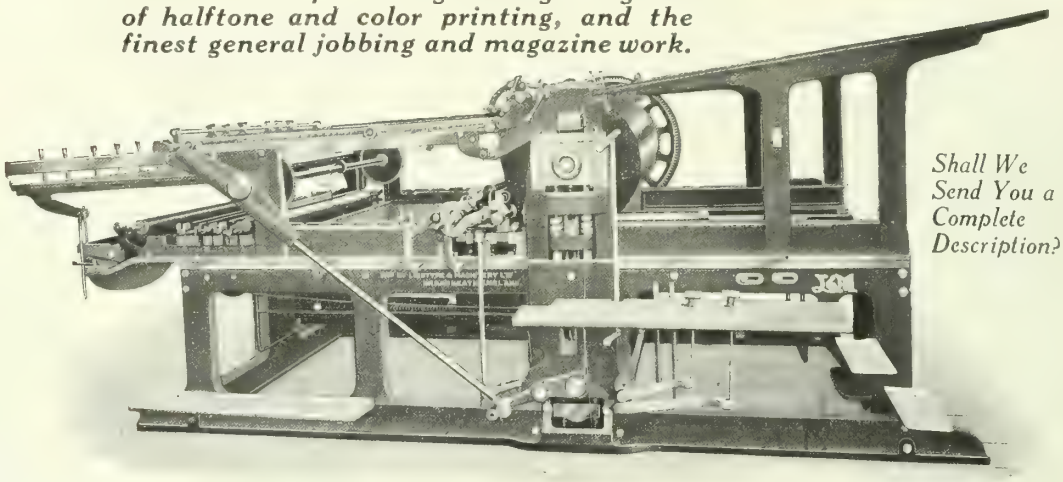
GOLDING MANUFACTURING CO., Franklin, Mass.

Golding Jobbers, Pearl Presses, Golding Cutters

L&M Two-Revolution Press

THE IDEAL GENERAL PURPOSE MACHINE

This Press is producing the highest grade of halftone and color printing, and the finest general jobbing and magazine work.



Shall We Send You a Complete Description?

LINOTYPE & MACHINERY LIMITED

c\o Canadian Linotype Limited

119 ADELAIDE STREET WEST, W., TORONTO

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Toronto Envelope Co. 15
Toronto Type Foundry Co., Ltd..... 28

U

United Paper Mills 14
United Printing Machinery Co. 83

V

Vawter-Luckett Co. 73

W

Wilson Munroe Co., The 23, 24, 25, 26

NOW IS THE TIME

TO ORDER "SINEW BRAND"

Summer Rollers

Have them Seasoned before the hot weather comes.

Ship Cores With Full Instructions

To

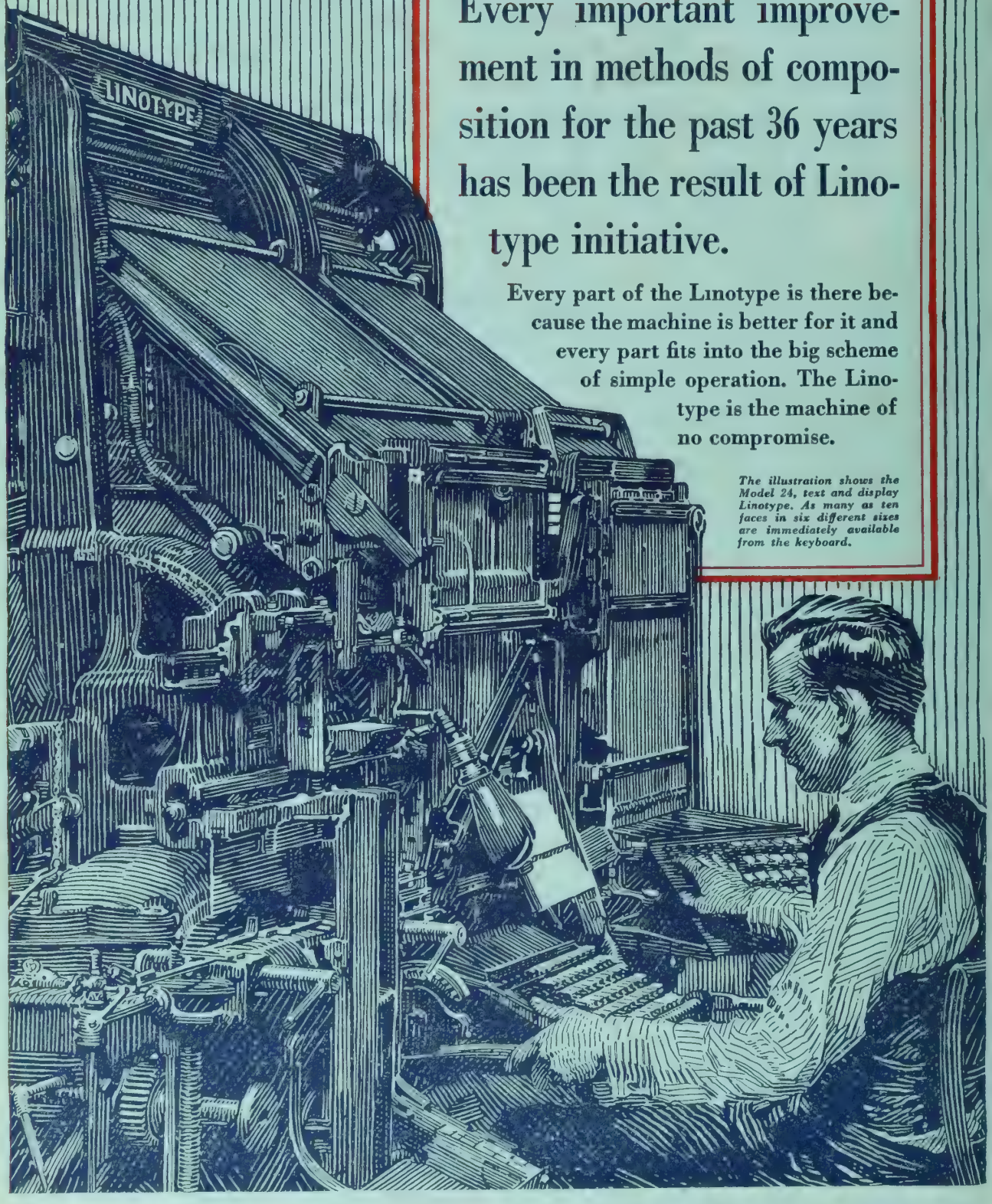
CANADA PRINTING INK CO.
LIMITED

15 DUNCAN ST. - - TORONTO

TRADE **LINOTYPE** MARK

Every important improvement in methods of composition for the past 36 years has been the result of Linotype initiative.

Every part of the Linotype is there because the machine is better for it and every part fits into the big scheme of simple operation. The Linotype is the machine of no compromise.



The illustration shows the Model 24, text and display Linotype. As many as ten faces in six different sizes are immediately available from the keyboard.

CANADIAN LINOTYPE LIMITED, 119 ADELAIDE STREET WEST, TORONTO

June
ISSUE
Volume 31, Number 6
Toronto, Canada, 1922

THE CANADIAN PRINTER & PUBLISHER

Report of the Canadian
Weekly Newspaper
Convention

THE MACLEAN PUBLISHING CO. LIMITED
TORONTO - MONTREAL - WINNIPEG

TRADE MARK

FIBRESTOC COVERS (Registered)

Ideal for Direct Mail Advertising

THE individual features and the subtle "suggestiveness" characteristic of "Fibrestoc," are undoubtedly factors of importance in the creation and furtherance of the reader's mental picture—the mental picture of the advertiser and the advertised product created by the printed matter as a whole.

The wide range of colors makes "Fibrestoc" peculiarly adapted for either delicate or strong designs. It is an ideal stock whether used with one color or carrying a more elaborate multi-color scheme.

"Fibrestoc" prints excellently. It is extremely tough and will stand rough handling. It embosses well and folds without cracking and with a clean, smooth edge. It is admirable as a tear-off return postcard. It is especially adapted for use as a folder for enclosing important plans and documents which are intended to be filed for future reference—**it is economical.** Compare "Fibrestoc" in quality and price with any imported stock; **it is the ideal paper for direct mail advertising.**

Distributed by

Barber-Ellis, Ltd. .....Calgary
Barkwell Paper Co. .....Winnipeg
Brown Bros., Ltd. .....Toronto
Buntin, Gillies & Co., Ltd.....Hamilton
Buntin, Gillies & Co., Ltd.....Ottawa
Canada Paper Co., Ltd.....Montreal
Canada Paper Co., Ltd.....Toronto
Clark Bros. & Co., Ltd.....Edmonton
McFarlane, Son & Hodgson, Ltd. Montreal
McFarlane, Son & Hodgson, Ltd. Ottawa
Schofield Paper Co., Ltd.....St. John
Smith, Davidson & Wright, Ltd. Vancouver
Smith, Davidson & Wright, Ltd. Victoria
L. P. Turgeon.....Quebec

Made in Canada by

CANADA PAPER CO. LIMITED

TORONTO MONTREAL WINDSOR MILLS, P. Q.

DOMINION

Printing and Lithographing

INKS



WHILE appreciating the advantage of orders secured through our salesman we wish to remind the printers of Canada that we give close attention to orders received by Telephone, Wire or Mail. You get what you want when you want it! Right grade, right quality, and quick delivery is always assured.

"Dominion Black" has become a slogan throughout Canada, quality and value have earned the confidence of the printer. For all-round printing specify "Dominion Black." For printing on coated stock use "Superior Halftone Black." Samples if you wish them!

THE
DOMINION PRINTING INK
AND COLOR COMPANY, LIMITED

128-130 Pears Avenue, Toronto, Canada

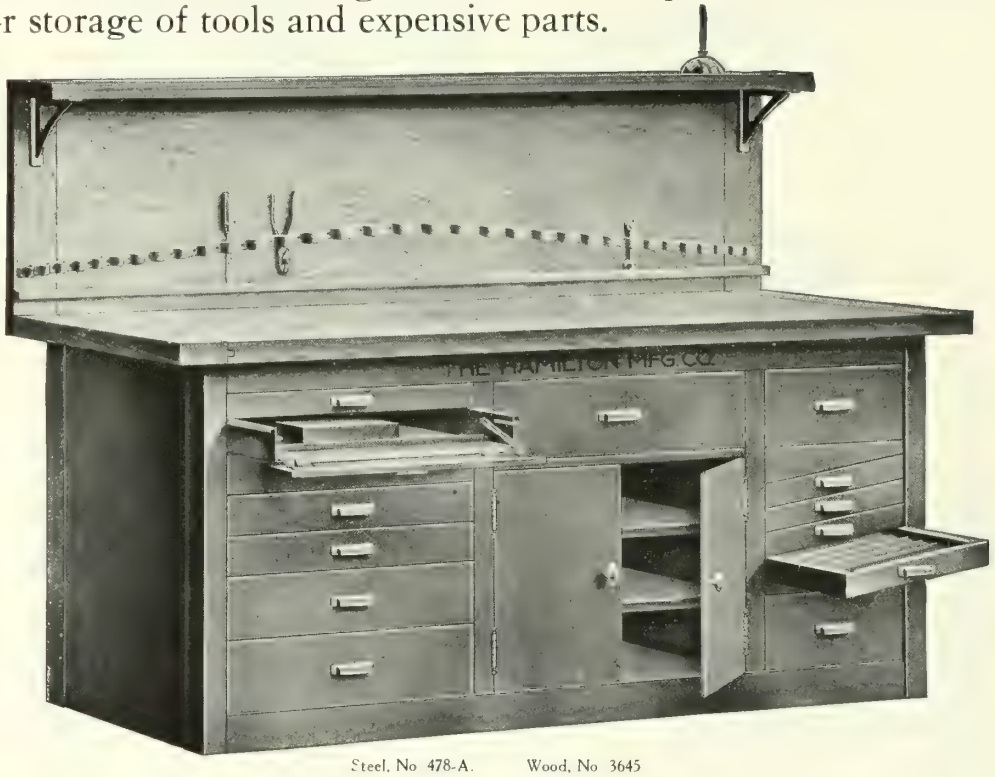
STOCKED AND SOLD BY

JOHN MARTIN PAPER CO., LTD.
WINNIPEG CALGARY EDMONTON

CHAS. H. TICE, MANAGER FOR EASTERN CANADA
128 BLEURY ST., MONTREAL
PHONE PLATEAU 2641

Give Your Machinist a Chance

Don't be one of those employers who willingly spend *much* in machine equipment but *little* in adequate preparation for its proper maintenance; who engage a trained mechanic to keep the machines running—but "slow him up" by failing to provide him with reasonable working facilities or adequate accommodations for storage of tools and expensive parts.



Steel, No 478-A. Wood, No 3645

Give him a chance. Hamilton Work Benches will help. The design shown hereon is made of steel with a heavy 1 3-4 in. rock-maple work top and provides your machinist with a real workshop, a definite place for his tools and working equipment and adequate and convenient facilities for storage of all needed parts.

DETAILS

Working top (wood) and back board with Shelf and Tool Strap.
Specially designed drawer for Liners.
Specially designed drawer for cleaning Space Bands and storage of Graphite.
Three blank drawers equipped with a total of 147 removable steel boxes for storage of screws, washers, etc.
Drawer with removable partitions for miscellaneous parts.
Center compartment with large drawer and shelves.
Specially designed drawer for storage of Ejector Blades; capacity 93.
Specially designed drawer for holding Space Bands.
Four inclined drawers for Matrices, and one drawer specially arranged to accommodate Drills.
Height, over all, 55 in.; to work top, 34 in.; total floor space required, 79 x 29 in.
Finish: Steel, olive green baked enamel; wood, antique gloss.

Manufactured by

The Hamilton Manufacturing Company

TWO RIVERS, WISCONSIN
Eastern House. RAHWAY, N. J.

Hamilton Goods are For Sale by All Prominent Type Founders and Dealers Everywhere

BENNETT BINDERSBOARD

A Millboard having true Quality. Its firmness, finish, flatness and service cannot be duplicated by Imported Boards. Bennett Bindersboard has the distinction of being

Made in Canada

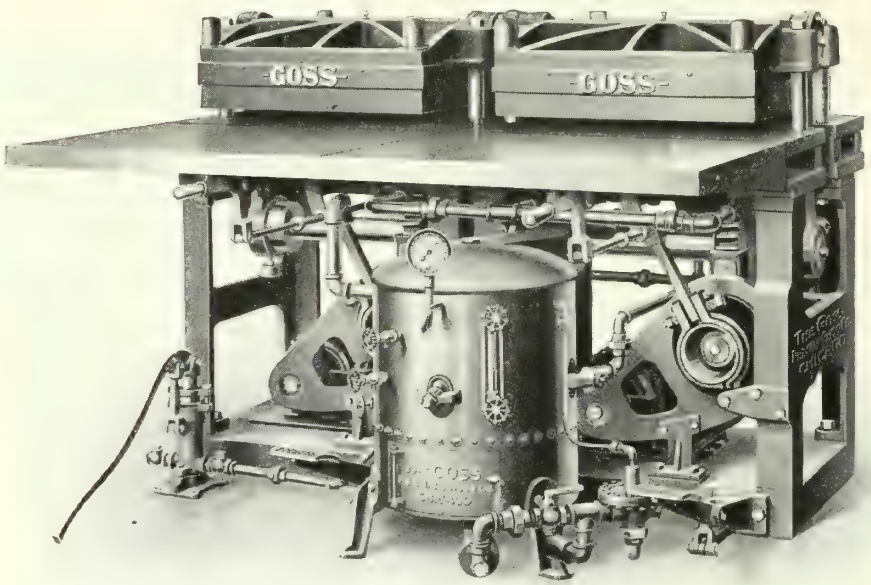
The board is handled by only the highest grade dealers at prices that are exceedingly interesting. Any of the following firms will be anxious to serve you to your best interests:

Beveridge Supply Co., Ltd., - Montreal
The Brown Brothers, Ltd., - Toronto
Canada Paper Co., Ltd. - - Toronto
Clarke & Clarke, Ltd., - - Montreal
W. V. Dawson, Ltd. - - Montreal
John Martin Paper Co., Ltd., Winnipeg
The Wilson-Munroe Co., Ltd., Toronto

Made in Canada by the largest fibre manufacturers in the British Empire

BENNETT LIMITED
Chambly Canton, P. Q.

GOSS MOTOR DRIVEN STEAM TABLE



WITH *GOSS* AUTOMATIC GAS FIRED STEAM GENERATOR

The most ECONOMICAL *and* QUICKEST

DRYING STEAM TABLE ON THE MARKET

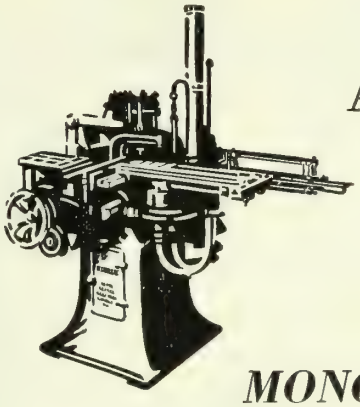
IMMEDIATE SHIPMENT FROM STOCK

WRITE FOR LITERATURE AND PRICES

THE GOSS PRINTING PRESS COMPANY

1535 So. PAULINA STREET

CHICAGO, ILL.



A-TYPE-AT-A-TIME
In TIME
Saves TIME

MONOTYPE marketed and popularized the only machine that sets single types; and that makes as a by-product for the cases type, rules, borders, leads and slugs.

MONOTYPE originated and popularized Non-Distribution in the composing room.

MONOTYPE originated and developed Complete Composing-Room Service in the trade plant for its printer-customer.

MONOTYPE will continue to set and make more and more single types, so long as there is a demand for good printing—and the demand for good printing grows every day.

LET US PROVE TO YOU THAT
THESE THINGS ARE TRUE

Yesterday's Monotype Will Do Tomorrow's Work

LANSTON MONOTYPE MACHINE CO.

The Monotype PHILADELPHIA *The Barrett*

New York Chicago Boston Toronto Birmingham

Monotype Company of California: San Francisco

The Barrett Adding, Listing and Calculating Machines are Merit-Proved and Monotype-Made. Portable, Noiseless, Proves the Work—PRINTS the Proof

B in Boston August 28 to September 2. We are Exhibitors at the Boston Graphic Arts Exposition. Do not miss our display of Monotypes in operation

357

COVER PAPERS

Marvellustre—*the gorgeous cover*

Ranger—*looks and feels like leather*

Sunburst and Artists' Sunburst

—*Artistic and Decorative*

ALSO THE FOLLOWING WELL KNOWN LINES

ALADDIN PARQUETRY BANNOCKBURN BAY PATH OFFICIAL
BROADCLOTH PARADOX MILLCRAFT STRATHLAID CAXTON
TAFFETA SIMCOE FIBRESTOC

Send for Samples and Prices:

The BROWN BROTHERS LIMITED

WHOLESALE PAPER DEALERS

SIMCOE, ADELAIDE and PEARL STS. - TORONTO, ONTARIO



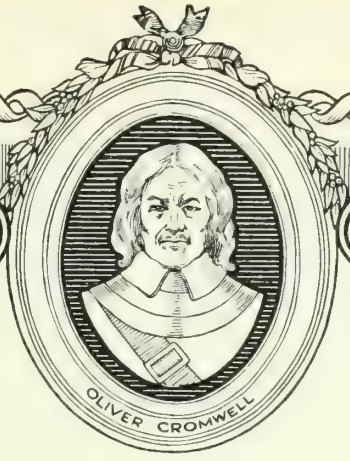
Hickok Dual "L" Ruling Machine

For Ruling Paper Two Ways on One Side at One Feeding

The Dual "L" Ruling Machine is designed to meet the wants of the shop in which a great deal of stock such as bill-heads and like forms are ruled, which require down and cross lining on one side of the sheet at one feeding, hence the cost of the time in feint-lining is saved. This machine is also successfully used on job work where the runs are of five reams or more. This machine is carefully designed and manufactured and does extremely accurate work; in fact will do as perfect work as any job machine. We recommend and guarantee it to do perfect work. About two years ago, we perfected this machine so that it can now be constructed with a striking ruling machine as the first half, and a striking ruling machine as the second half. Struck or down lining can be done on both halves at one feeding with perfect satisfaction, thereby saving a complete handling of the paper.

THE W. O. HICKOK MFG. CO.

ESTABLISHED 1844 HARRISBURG, PA., U. S. A.



Can You Run 350,000

—With No Oiling Stops? —With No Replacements?
—With No Offsets? —With No Tympan Trouble?

CROMWELL
TYMPAN PAPERS

For Long Runs Without Interruptions—and if Good for the Long Run, they are so much better for the Short Run.

You had thought right along that it didn't make much difference what kind of Tympan Paper you used, but when the press foreman showed you the results of some close figuring he had been doing, you received a considerable shock.

"With ordinary cheap paper," he said, "we have to stop every so often to rub off. We lose time, waste oil, waste rags. Then after a run of a few thousand, trouble arises and we have to stop and remedy the packing. All this is losing time and costing the firm money."

CROMWELL Special Prepared TYMPAN PAPERS eliminate all these interruptions. Draw sheets are always tight—no swelling, and they need never be oiled. Ideal for book work and the highest grade of printing. Every roll is fully guaranteed. If any part is defective we will replace roll or refund money.

It Pays to Pay a Little More

AVAILABLE IN ROLLS OR SHEETS OF ANY SIZE THROUGH OUR CANADIAN REPRESENTATIVES:

Wilson-Munroe Co., Limited
Toronto, Ontario
The John Martin Paper Co.
Head Office, Winnipeg
also Calgary and Edmonton

Smith, Davidson & Wright, Limited
Vancouver, B.C.
The Federal Paper Company
Montreal, Que.



In answering advertisements, kindly mention "The Canadian Printer and Publisher"—that's your introduction.

"ROLLAND" PAPERS

MADE IN CANADA

The Papers of "Quality"

Their extensive and ever-increasing popularity has made them the best-known Papers in Canada—they represent the highest possible value that can be obtained for the money,

The following watermarks stand as a guarantee for excellence:

SUPERFINE LINEN RECORD
ROLLAND'S ANTIQUE VELLUM and LINEN
CANADIAN LINEN BOND
EARNSCLIFFE LINEN BOND
ROLLAND PARCHMENT
EMPIRE LINEN BOND
COLONIAL BOND

Each grade represents the highest accomplishment in the Paper Maker's Art. They have won high recognition all over the world.

Gold Medal, World's Fair, Chicago, 1893.
Grand Prix, Paris Exposition, 1900.
Gold Medal, Antwerp, 1888.
And many other awards too numerous to mention.

Specify them when next ordering your supplies.

We carry full stocks **with Envelopes to Match** in our Toronto Warehouse

FULL SAMPLE SHEETS FURNISHED ON REQUEST

The WILSON—

DUNCAN STREET

"IVORY" ENAMELLED BLOTTING

Offers to the Progressive Printer numerous opportunities to secure orders for Advertising Blotters throughout the year. Your salesmen can show your customers how, by enclosing these Printed Advertising Blotters in their mail, they can keep their product constantly in the minds of their "prospects" at no additional cost for distribution. "IVORY" ENAMELLED BLOTTING is particularly suitable for this purpose.

FIRSTLY, because of the high enamelled surface on one side, which enables the Printer or Lithographer to obtain attractive Printing or Lithographing results in one or more colors, without any danger of the stock curling or "picking up."

SECONDLY, because of the excellent quality of the Blotting on the reverse side, which meets most fully the requirements as an absorbent.

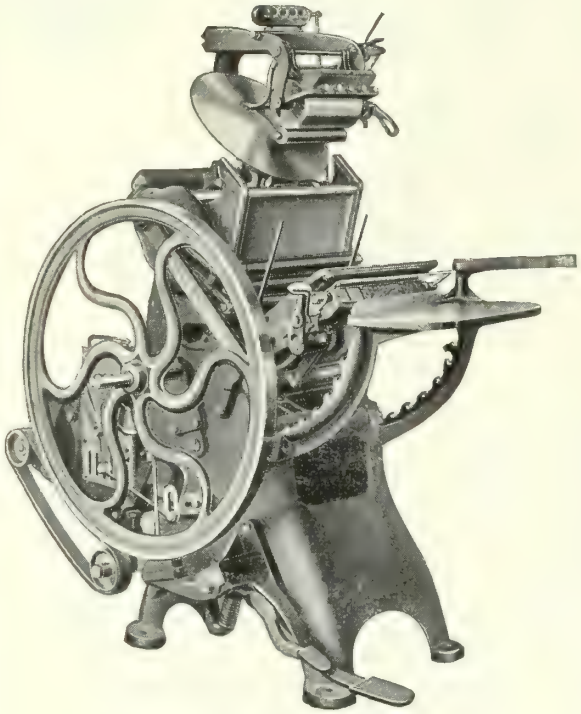
We are Canadian Agents and carry large stocks in our Toronto warehouse in a pleasing variety of colors and the most desired weights. See our Price List.

Try this form of advertising yourselves—get your customers to try it—then watch results.

MUNROE CO. LIMITED

TORONTO, ONTARIO

THE GOLDING JOBBER



Made in Sizes 8x12—10x15—12x18 and 15x21 inches

Favored by Printers because of its ease of feed, quick make - ready, quality of production and durability

Here's what three printer users of Golding Jobbers recently wrote us:

"We have eight Golding Jobbers and particularly favor them because of their superior features for speed, ease of feed, make ready, quality of production and durability."

"We have eight Golding Jobbers, regular and art series and no other kind. We regard the Golding as the best all-round job press made and so have no use for any other kind."

"We have nine Golding Jobbers. As to speed, conveniences for make ready, ease of feed and distribution, quality of production and durability, they are superior to all others which we have tried."

The illustration shows the Golding Jobber of size 10 x 15 inches, complete with regular Automatic Brayer Fountain, Duplex Distributor, Counter and Attachments, Safety Feed Guard and individual electric motor drive. Can also be equipped with power fixtures or for operation by foot treadle.

Let your next platen press be a Golding Jobber.

GOLDING MANUFACTURING CO.
FRANKLIN, MASS., U. S. A.

We also manufacture the Golding Art Jobber, Pearl Press, Official Hand Lever Press, Golding Automatic Clamping and Hand Clamping Power Paper Cutters, Golding Hand Lever Paper Cutters, Pearl Hand Lever Paper Cutters, Boston and Official Card Cutters, Little Giant Lead and Rule Cutters and Golding Tablet Presses.

PROCESS INKS

FOR CATALOGUE WORK, FOR HIGH CLASS ART WORK, FOR *ALL* PROCESS WORK OUR INKS ARE UNSURPASSED. MADE OF THE BEST MATERIALS UNDER EXPERT SUPERVISION.

Our Process Colors Are
SUPREME

YOUR SUCCESSFUL COMPETITOR USES OUR INKS. YOU CAN SECURE THE SAME HIGH GRADE RESULTS. YOU WILL PAY NO MORE BUT YOU WILL GET MORE.

CHARLES BUSH LIMITED

105-111 Davenport Road, Toronto, Canada

Colonial Bond

Selecting Paper with an eye to its fitness

Commercial Stationery—like clothing or furniture—should be chosen with equal consideration as to style, coloring and value.

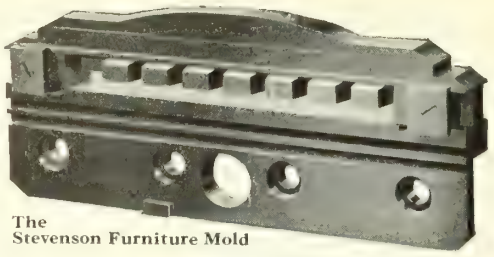
The appearance of your business letter is just as important as your own personal appearance.

"COLONIAL BOND" is a superior, tub-sized, rag content stock with that finish—that appearance of quality which proclaims its fitness for many commercial purposes. It is made in white and colors by The Rolland Paper Company, Limited, Montreal, makers also of "Superfine Linen Record," "Earnscliffe Linen Bond," "Empire Linen Bond" and "Mount Royal Bond."

Your enquiry brings a sample by return mail.

The "R Shield" Watermark





The
Stevenson Furniture Mold

Why You Need This Stevenson Furniture Mold

A-plenty of make-up spacing material is the back-bone of every composing room. You know what it means to be shy of make-up material—and it's more often shy than otherwise. The only remedy is to operate the source of supply yourself and be sure of a supply that will expand and contract with the volume of your business.

The Stevenson Furniture Mold will cast make-up furniture in all sizes from linotype metal. It will supply whatever may be lacking in make-up space and base on short notice. A few hours' casting will replenish the largest rack.

Winnipeg, Canada.

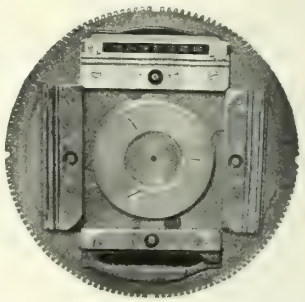
Dear Sirs:

Public Press, Limited, has put the furniture cast from the Stevenson mold to considerable further usages than claims made for it by the inventors.

Yours very truly,
B. F. Quinton,
Foreman Composing Room,
Public Press, Ltd.

Unsolicited Testimonial.

Whether you have a three-machine or a sixty-machine plant makes no difference, one Stevenson Furniture Mold is all you need. **Let us send you full particulars.**



Ashton G. Stevenson, Inc.

400 S. Hoyne Ave., Chicago

"ROYAL RECORD"

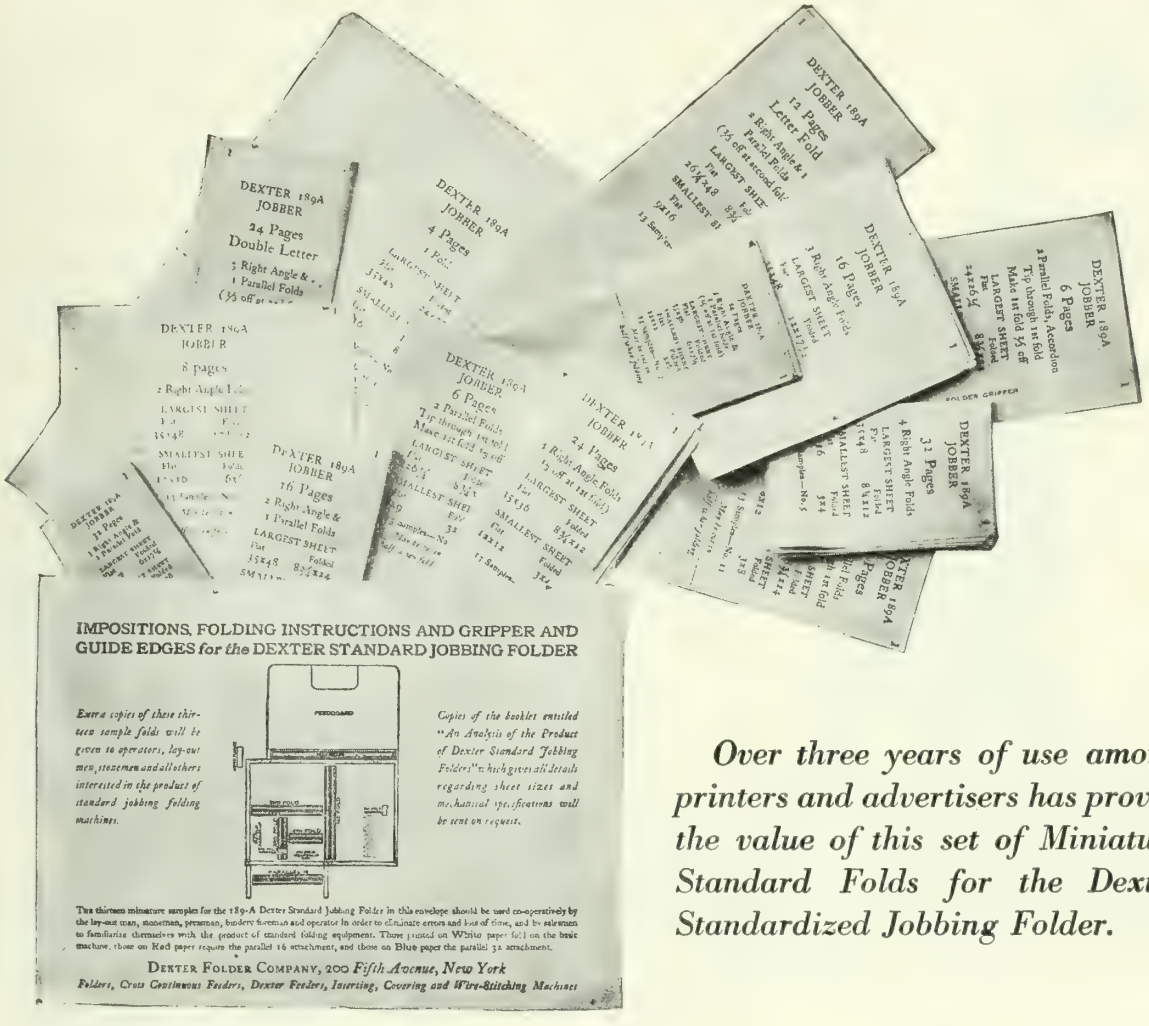
A Strictly Number One Grade

WE NOW CARRY THIS LINE IN BOTH GLAZED AND UNGLAZED FINISH AND HAVE ADDED FOUR COLORS----GOLD, BLUE, RUSSET AND PINK.

COMPLETE SAMPLE BOOKS WILL BE MAILED TO YOU ON JUNE 15th.

FRED W. HALLS PAPER Co. LIMITED
GOODS SOLD TO THE TRADE ONLY
TORONTO

Over 10,000 Sets of These Miniature Folds Are in Use—*Have You Your Set?*



Over three years of use among printers and advertisers has proven the value of this set of Miniature Standard Folds for the Dexter Standardized Jobbing Folder.

Get your salesmen, layout men, stone men and bindery operators sets of these miniature folds for the Dexter Standardized Jobbing Folder.

The use of these folds makes for economy not only in the Bindery, but also in the Press Room. They are all adapted to work and turn forms without tumbling the sheet, and in many cases cut the presswork in half.

A careful analysis of folding requirements made by this company shows that approximately 98% of booklet, catalog and house organ folding comes within these thirteen standard folds.

Send for your set today.

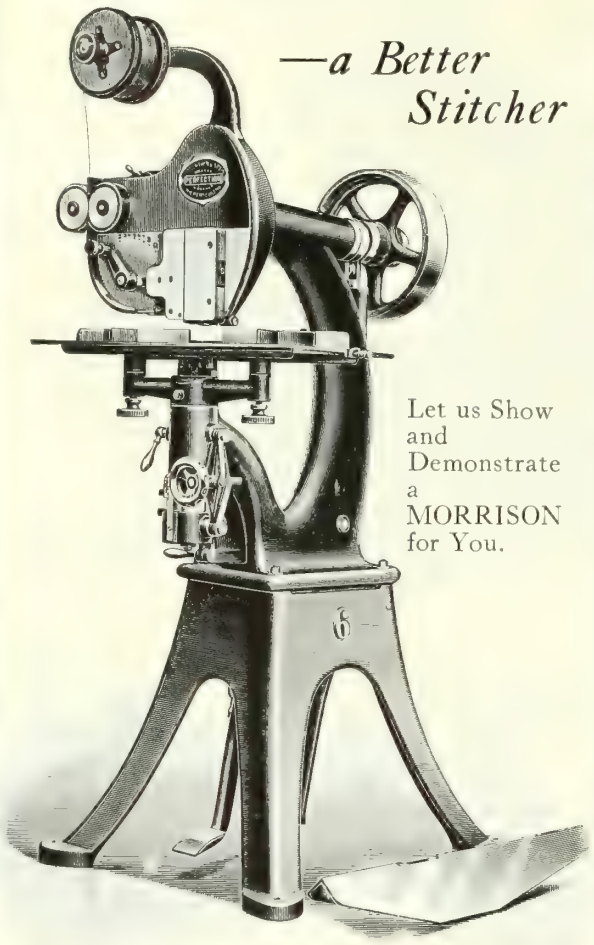
DEXTER FOLDER COMPANY, 28 West 23rd St., New York

Folders, Cross Continuous Feeders, Dexter Pile Feeders, Automatic Clamp Cutters, Kast Stitcher Feeders and Wire-Stitching Folders

CHICAGO PHILADELPHIA BOSTON CLEVELAND DALLAS ATLANTA SAN FRANCISCO

THE MORRISON "PERFECTION"

—a Better Stitcher



Let us Show and Demonstrate a MORRISON for You.

—a complete stitching plant in one machine

Perfection No. 6 is an all around wire stitcher. It is especially designed to handle a big range of work. It is a general purpose machine in the true sense of the word.

Its ability to handle many classes, sizes and styles of work means that it can be kept in constant use. It is consequently a safe buy and a good investment. Judge its all around general utility from the specifications:

Takes two sheets to ⅞ of an inch thick. Flat or saddle. Takes wire 20 to 30, round or flat. Only one adjustment. 175 revolutions. Table, 10 x 21. Floor space, one foot 9, by 2 feet. Pulley, 10½ inches. Saddle, 29 inches.

It has all the sterling qualities of construction and mechanical excellence of the Perfection line of wire stitchers

THE J. L. MORRISON CO.

Bookbinders', Printers', Litho' and Box Makers' Machinery

445-447 King St. W., TORONTO, Ont.

EQUALLY attractive either as a book or cover paper, UTILITY-ACCORD serves a double purpose. Perfectly matched for color and texture in several weights, it may be used for text or covers for light or heavy mailing units.

UTILITY-ACCORD

Serves the Advertiser Well.

It is made in seven attractive colors in 20x20—65 lbs. and 20x26—130 lbs.; also in 25x38—60 lbs.

Have You a Sample Book of UTILITY-ACCORD?

NIAGARA PAPER MILLS

LOCKPORT, N.Y.

JUNE 30 - 1922

ENDS OUR SIXTH YEAR OF SERVICE AS THE ENVELOPE DEPARTMENT OF THE TRADE. DURING THIS PERIOD WE HAVE NEVER SOLD ANY BUT MEMBERS OF THE TRADE. : : :

TORONTO ENVELOPE CO.

11 BRANT STREET

TORONTO -:- ONTARIO

The only Envelope Manufacturers to the Trade Only

Rebuilt Folding Machines

One "Dexter" No. 206 Single Fold Folding Machine, suitable for folding Covers, Inserts, etc. Takes sheets from 6 x 6 up to 24 x 32 inches.

One "Dexter" Five Fold Folding Machine, first four folds at right angles, extra fold parallel to second fold. Book or Hand Fold imposition, for all classes of Book, Periodical or Pamphlet work. Takes sheets from 22 x 32 up to 38 x 52 inches.

One "Dexter" Three Fold Folding Machine for Eight and Sixteen page signatures. Book or Hand Fold imposition. Takes sheets from 16 x 20 up to 32 x 44 inches.

One "Dexter" No. 4 Four Fold Folding Machine for Book, Periodical or Newspaper work. Newspaper imposition. Takes sheets from 22 x 32 up to 32 x 49 inches.

One "Empire" Three Fold Folding Machine for Circular Work, takes sheets from 6 x 6 up to 14 x 14 inches.

Each of above machines is being thoroughly rebuilt in my shop and will be guaranteed practically good as new.

ALSO HAVE ON HAND SEVERAL OTHER REBUILT MACHINES IN WIRE STITCHERS, PERFORATORS, PROOF PRESSES, SEWING MACHINES, ETC.

WRITE FOR PRICES

H. J. LOGAN

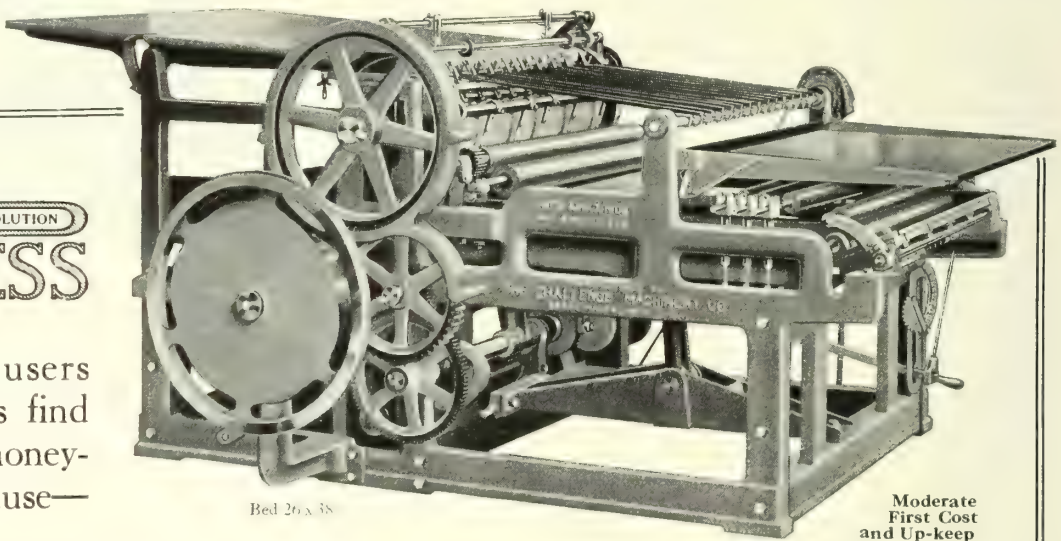
Bookbinders' and Printers' Machinery

114 ADELAIDE STREET, W. : TORONTO, ONT.

Sole Agent for: **"Latham" Monitor Machinery, "Brown" Folding Machines, Stitching Wire, Folder and Press Tape, Flexible Glue, "Gluey" Cold Glue Make Ready Paste, Padding Gums and Liquids, Metal Coating Size, etc.**

LEE PRESS TWO-REVOLUTION

The many users of this Press find it a great money-maker, because—



Bed 26 x 38

Moderate First Cost and Up-keep

It Always Makes Good All-Ways

BECAUSE of its ease of handling, due to the simplification of parts and conveniences for the operator; its moderate first cost and remarkable low up-keep; its fine register and distribution; its rigid impression; its sturdy construction, built-in durability and fine appearance; its adaptability for a large range of work, from a single letter-head or small handbill to the highest grade of fine commercial work; and its all-around dependability, every Lee Press user is an enthusiastic Booster for the press.

SEND TODAY FOR FULL PARTICULARS & LEARN WHY "LEE PRESS USERS are LEE PRESS BOOSTERS"

Westman & Baker, Limited, SOLE AGENTS FOR ONTARIO **165 Adelaide St. W., Toronto**



FIBRESTOC COVER

REGISTERED

MADE TO MEET CERTAIN PECULIAR CONDITIONS

PRINTED salesmanship has become a most important factor in merchandising. The reason is that particular attention must now be paid to the economics of selling and advertising. It is no longer permissible to "take chances" on expenditures. The wisdom and economy of directing advertising towards the point where results may best be expected is fully appreciated.

An important factor of Direct Mail Advertising is the quality of paper used—both in appearance and the ability to stand the journey through the mails.

Fibrestoc Cover is designed with that specified intent. It is made in white, buff and nine other handsome colors. This makes possible practically any printing scheme, as well as providing a paper properly reflecting the nature of the merchandising advertised.

Fibrestoc possesses durability and toughness. It resists the effects of a journey through the mails—reaching the addressee with a clean and smiling face. It embosses splendidly and folds with a clean and even edge.

Should you want to provide a "return post card" **Fibrestoc** is sufficiently tough and heavy for that purpose. Used as a cover for booklets and catalogues it gives splendid protection.

It is equal to or better than most imported papers—and lower in price.

Let us send you samples of **Fibrestoc**—or your printer will be glad to do so—in various colors and weights.

Another point of importance—**Fibrestoc** is made in Canada.

Fibrestoc is made for a specific purpose—and fulfills its purpose—100%.

MADE IN CANADA BY

CANADA PAPER CO.

LIMITED

WINDSOR MILLS, P.Q.

(See other side)



THIS TRADE MARK A GUARANTEE
OF QUALITY

FIBRESTOC COVER

IS DISTRIBUTED IN CANADA BY

BARBER-ELLIS, LIMITED	CALGARY
BARKWELL PAPER CO.	WINNIPEG
BROWN BROS., LIMITED	TORONTO
BUNTIN, GILLIES & CO., LIMITED	HAMILTON
BUNTIN, GILLIES & CO., LIMITED	OTTAWA
CANADA PAPER CO., LIMITED	MONTREAL
CANADA PAPER CO., LIMITED	TORONTO
CLARK BROS., LIMITED	EDMONTON
McFARLANE SON & HODGSON, LIMITED	MONTREAL
McFARLANE SON & HODGSON, LIMITED	OTTAWA
SCHOFIELD PAPER CO., LIMITED	ST. JOHN
SMITH, DAVIDSON & WRIGHT, LIMITED	VANCOUVER
SMITH, DAVIDSON & WRIGHT, LIMITED	VICTORIA
L. P. TURGEON	QUEBEC

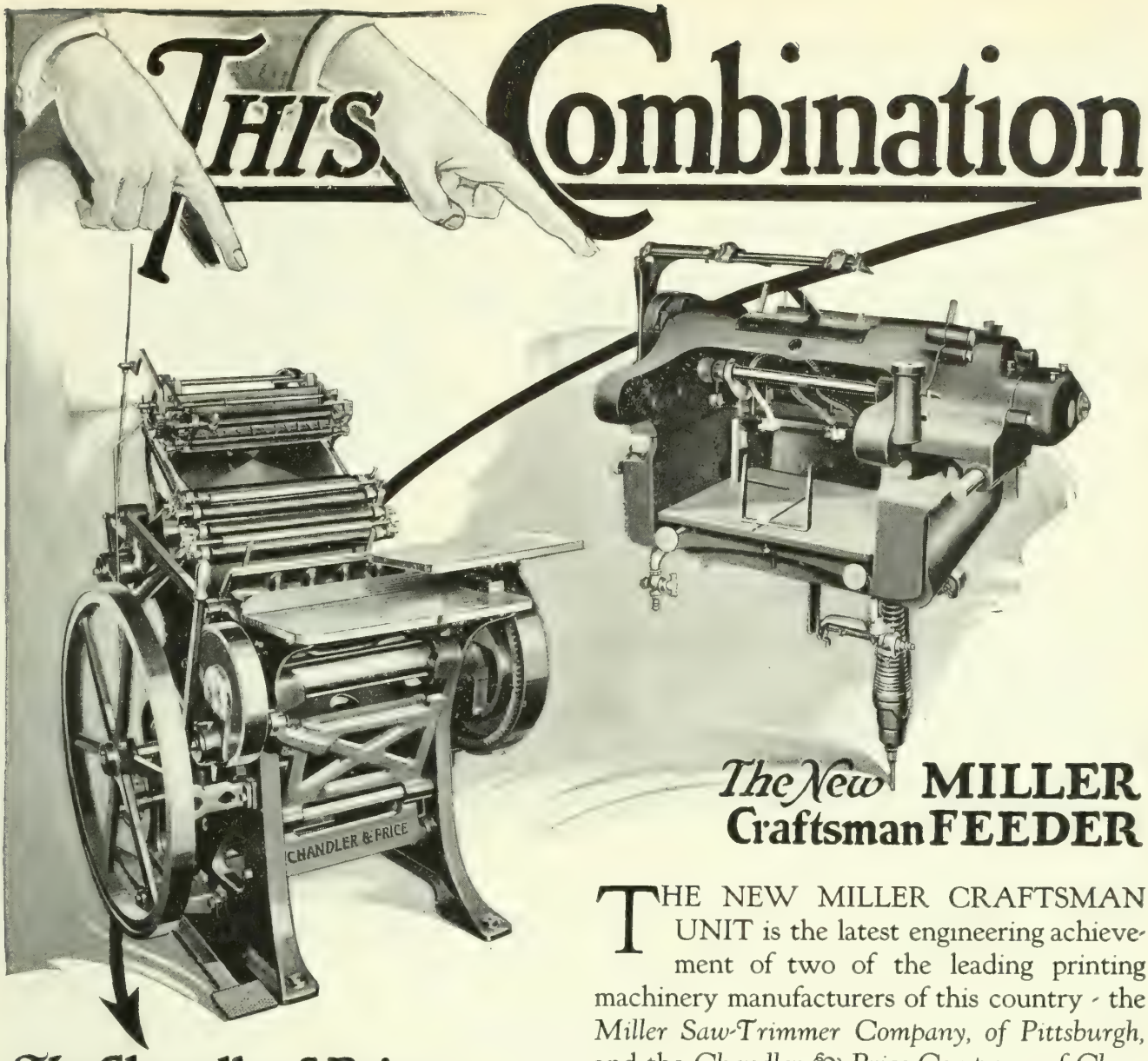
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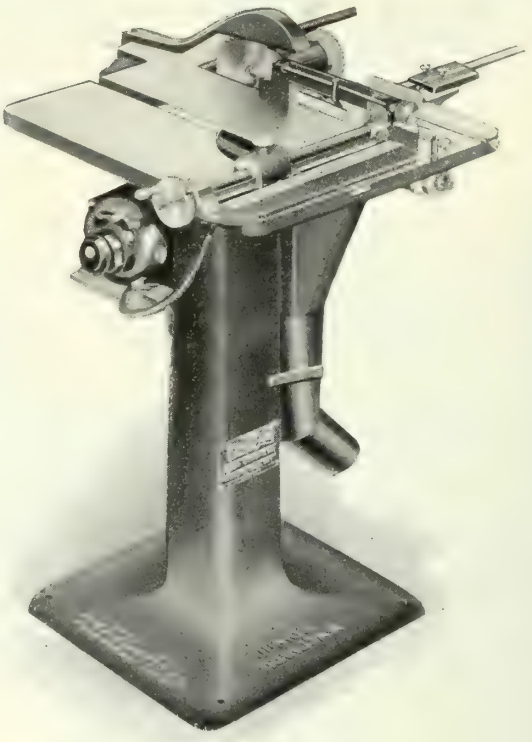
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Saturday Night Press Does All its Own Trimming, Mortising Drilling, Mitering and Routing on "Trimosaw"

Gentlemen: March 13, 1922.

About five months ago, we purchased one of your Trimosaws through the Toronto Type Foundry Co., and we feel we would like to add our recommendation to the many that you probably have on file.

We consider it one of the best investments that we have ever made in any piece of machinery for the Composing Room. We keep it in active operation continually; it is absolutely handy, easy of manipulation and simple. Probably one of the reasons that we have had such success is because when we installed the machine, we installed at the same time a young man whose duty it is to look after the Trimosaw and one other machine in the Composing Room, namely, the Type-Hi Planer. These two machines keep him busy and we do not allow anyone else to touch either of them, consequently we have eliminated 90% of the trouble that might arise and find the saw 100% efficient.

The time saved in making our own mortises, trimming, drilling, routing and mitering, is hard to estimate, but we feel that the machine has paid for itself in this short space of time.

You are at liberty to use the above, or any part of it, in any way that you might wish.

Saturday Night Press,
(Sgd.) Harry A. Brown.

The same all-around usefulness, simplicity of operation, unparalleled efficiency that has won favor for TRIMOSAW with the Saturday Night Press and a host of other users commends this general utility machine to you. TRIMOSAW is made in several styles and combinations, one of which will meet your requirements exactly. Send for complete information.

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THE CANADIAN
PRINTER & PUBLISHER
DEVOTED TO THE INTERESTS OF THE
PRINTERS AND PUBLISHERS OF CANADA

Volume XXXI. TORONTO, JUNE, 1922 Number 6

Importance of Weekly Press

Emphasized by Canada's Three National Leaders at Third Annual Convention of C. W. N. A. at Ottawa—A Big Attendance

"I DOUBT if there is any other portion of the press which exercises such an influence on the lives of the Canadian people as the weekly press," said the Rt. Hon. W. L. Mackenzie King, Premier of Canada, who with the two other National leaders, the Rt. Hon. Arthur Meighen, and the Hon. T. A. Crerar, joined in extending a whole-hearted welcome to the members of the Canadian Weekly Newspapers Association, at the third annual convention of the association at the Chateau Laurier, Ottawa, June 8 and 9th.

Each speaker stressed in turn the power of the press and the influence it exercised in shaping the destinies of the nation. Upon the weekly press rests great responsibility, according to Canada's three leading statesmen.

The presence of the three national leaders on this occasion was in itself a striking proof of the power of the press and the importance of this great assembly, publishers who, including their wives, numbered well over the 400 mark.

Frank Plank, the genial Mayor of Ottawa, officially welcomed the delegates to the capital. In extending the freedom of the city the Mayor said he had reason to feel at home in the midst of publishers, for the first labors of his life were in the composing room of a Western Ontario newspaper, where he learned a few of the tricks of the trade; sometime later he was employed on the business staff of an Ottawa newspaper where he gained more experience in newspaper work, and because he understands something about newspaper work, and newspaper publishers, he took a keen pleasure in extending to the weekly press a special invitation to enjoy the many attractions of Canda's beautiful capital, and he hoped that all would enjoy the program the City and Dominion government representatives had prepared for the occasion.

Where is there a more interesting city than Ottawa for a convention of newspaper men? Where is there a city more beautiful, a city more hospitable? The attractions of Ottawa are proverbial and it was no surprise to those in the "know" to see publishers and their families in attendance at the convention from the most distant confines of the Dominion.

The publishers of Prince Edward Island— of Vancouver Island and intermediate points are brought together. They shake hands, talk over their affairs, and in convention assembled discuss ways and means and carry into effect, methods for solving the problems peculiar to the growing importance or their sphere of activity.

NEW C. W. N. A. OFFICERS

PRESIDENT: A. R. Brennan, The Journal, Summerside, P.E.I.
FIRST VICE-PRESIDENT: J. E. Fortin, L'Eclaireur, Beauceville, Que.
SECOND VICE-PRESIDENT: Lorne A. Eedy, The Telescope, Walkerton, Ont.
DIRECTORS: Fred H. Stevens, Observer, Hartland, N.B.; A. R. Arenburg, Progress-Enterprise, Lunenberg, N.S.; Hugh Savage, Cowichan Leader, Duncan, B.C.; L. J. Ball, News, Vernon, B.C.; S. N. Wynn, Enterprise, Yorkton, Sask.; J. L. Cowie, News-Express, Carberry, Man.; J. G. Keefer, Register, Norwood, Ont.; W. A. Fry, Chronicle, Dunnville, Ont.; J. J. Hunter, Reporter, Kincardine, Ont.; Fred. B. Elliott, Herald, Allliston, Ont.; F. A. J. Davis, Carleton Place, Ont.; W. Rupert Davies, Renfrew, Ont.; J. A. MacLaren, Examiner, Barrie, Ont.; J. M. Denholm, News-Tribune, Blenheim, Ont.; J. A. Glass, Watchman, La Chute, Que.; W. J. Huntingford, Star, Wainwright, Alta.; Vincent Dubuc, Progres du Saguenay, Chicoutimi, Que.; J. E. Prevost, L'Avenir du Nord, St. Jerome, Que.; A. H. Moore, News, St. Johns, Que.

The programme of events was admirably arranged by the manager of the Association, E. Roy Sayles, and president V. C. French, assisted by the Board of Directors. The entertainment features were extended to Saturday for those who wished to stay over and arrangements were also made for a trip to Montreal.

From 9.30 a.m., till 4.30 p.m. Thursday and Friday business of the convention claimed the attention of the delegates, with the exception of an hour for lunch each day.

While the delegates were listening to addresses and discussing the matters pertaining to their work, the ladies of the party were being separately entertained. There was also an abundance of entertainment for the delegates after the conclusion of each day's business.

The business proceedings were held in the Château Laurier ballroom with President Victor C. French in the chair. From the time Mayor Plant gave his address of welcome until the newly elected president, A. R Brennan, of Summerside, P.E.I., took over the gavel during the last moments of the convention, a full attendance of delegates proved a notable feature, thus attesting to the interest displayed in the various addresses, and the importance with which the business of the Association is held by every member.

With acceptance of the report of the nominating committee Friday afternoon the convention came to a close. The main

feature of the report, which was presented by the committee chairman, W. Rupert Davies, of the Renfrew Mercury, was the selection of A. R. Brennan, editor of the Summerside Journal and Prince Edward Island Agriculturist, for the office of president.

Mr. Brennan, who was first vice-president last year, succeeds V.C. French, editor of The Times of Wetaskiwin, Alta. In presenting his report, Mr. Davies stressed the advisability



A. R. BRENNAN
Publisher, Summerside Journal, P. E. I.,
Elected President of C. W. N. A.

of amending the constitution of the Association with respect to the conposition of the board of directors. The membership of the Association had increased to such an extent that the time seemed opportune to consider the question of enlarging the board of directors in order to ensure sufficient representation to all the provinces.

The Business program was carried out as follows:

Thursday Morning, 9.30

President's address, V.C. French.
Report of Manager and Treasurer, E. Roy Sayles.

Reports of Committees:—

Auditing—L. A. Eedy.
Advertising—L. A. Eedy.
Postal and Parliamentary—A. H. Moore.
Circulation and Subscription—A. E. Calnan.
Job Printing and Estimates—F. B. Elliott.
Editorial—W. R. Davies.
Membership and Field Work—J. J. Hunter.
Paper—W. A. Fry.

"Advertising Agency Relations"—W. B. Sumerset, A. McKim, Limited; Claude Sanagan, Advertising Manager, Willys-Overland Company; D. G. Clark, Advertising Manager, The McClary Mfg. Company.

"Accident Prevention"—R. B. Morley, Industrial Accident Prevention Association.

Thursday Afternoon, 1.30

"Building a Weekly Newspaper"—S. M. Wynn, Managing Director, Yorkton Enterprise, Yorkton, Sask.

"Commercial Printing Costs and Standards"—A. L. Lewis, General Manager, Southam Press, Toronto.

Appointment of Nominating and Resolutions Committee.

Friday Morning, 9.30

"What the Country Merchant expects from His Local Newspaper"—Henri R. Rinault, proprietor of retail stores, Province of Quebec.

"Journalistic Short Courses for Weekly Newspaper Editors"—W. J. Dunlop, B.A., Director of Extension, University of Toronto.

"How to co-operate with Advertising Agencies to secure National Advertising"—Margaret Pennell, Manager, J. J. Gibbons, Limited, Toronto.

Announcement of Awards in Newspaper Contest.

Friday Afternoon, 1.30

"Question Drawer"—Conducted by Lorne A. Eedy, The Telescope, Walkerton.

"Canadian Literature"—J. Murray Gibbon, President Canadian Author's Association, Montreal.

"The Immigration Problem"—By Hon. Chas. Stewart, Minister of the Interior.

Report of Resolutions Committee.

Report of Nomination Committee.

Address by the new President.

Adjournment.

Meeting of the New Board of Directors at 8.00 p.m.

Entertainment Features:

Tuesday

10.30 a. m.—The ladies at the Convention visited the Parliament Buildings.

12.30 p.m.—Ladies were entertained to a luncheon at the Rivermead Golf Club.

4.30 p.m.—All delegates and ladies proceeded to Government House on special cars provided by the Ottawa Electric Railway Company to meet their Excellencies the Governor General and Lady Byng, and where they were entertained to afternoon tea.

8.30 p.m.—All present assembled in the ball room of the Château Laurier, where a supper dance was given through the courtesy of the Grand Trunk and Canadian National Railways.

Friday

10 a.m.—The ladies were divided into two parties; one party paid a visit to the Royal Mint, while the other party visited the National Gallery. In the afternoon the parties were reversed.

4 p.m.—All delegates and ladies were motored to the Experimental Farm where dinner was served and group pictures taken.

8.30 p.m.—Moving pictures of last year's convention shown at the Château Laurier.

A Message from New President

Editor, Canadian Printer and Publisher:

Dear Sir:

Will you please convey the following message to members of the Canadian Weekly Newspapers Association through the columns of your paper.

Let us continue to make our association the most representative and through our publications the most influential organization in Canada.

The hearty united effort of every member strongly supporting the earnest effort of the officers and management is the only way in which our present enviable position can still further be improved.

Let each one of us work through the coming year with this object in view and thus make our organization a greater benefit to our country.

Let our slogan be

"All for one — one for all."

A. R. Brennan,
President, C. W. N. A.

Canada's Enterprising Weeklies

Nearly All Members of the C. W. N. A.—Fifty-nine New Names Entered on Roll in Past Year—Has Wise Leadership

Address by Retiring President, Victor C. French, at Annual Meeting

IT MUST be a great pleasure to you, as I am sure it it is to me, to meet together for the third annual convention of the Canadian Weekly Newspapers' Association in this beautiful and historic city of Ottawa, the capital of our fair Dominion.

It gives me very great pleasure to welcome you, one and all, to this convention, which I trust will be one of the most important, if not the most important, gatherings of weekly newspaper men ever held in Canada. To the many members, who, this year, are attending the meeting for the first time, a most cordial welcome is extended. We desire that this convention be made as democratic as possible, and I hope everyone will feel free to take part in the discussions, and thus assist in making this occasion a big success.

I especially welcome the ladies, and trust the entertainment provided for them will prove to be enjoyable and profitable, and that their visit to Ottawa on this occasion will be a memorable one.

During three years, the C.W.N.A., through its directorate, has had a wise leadership. They have taken a broad view of the various problems, on the lines of doing the greatest good to the greatest number. This is sound policy, and if continued, will further strengthen our association and increase the good will and friendship existing within our membership.

Increase in Membership

Since the meeting in Vancouver one year ago, the C.W.N.A. has grown from a membership of 475 to 534. Considering the general conditions in Canada during the past few months, this growth is most gratifying. We have enrolled as members all the most enterprising weekly newspapers in the Dominion, and it might be expected that the increase in membership will be somewhat slower in future. There is, therefore, all the more reason why a greater effort should be exerted to interest the non-member, who is enjoying many of the benefits which have been obtained through the most persistent and strenuous efforts of our association.

Your president attended a meeting of the Board of Directors, held in the Manager's office, on February 17th, last, when the affairs of the association were found to be in very satisfactory condition. The principal business under consideration was the place and date of the annual meeting. The recommendation of the Vancouver convention that we meet in Halifax this year, was given due deliberation, but it was thought, on account of the general financial conditions throughout the country, that there would be a better attendance, especially from the West, should the meeting be held in a central place, hence the city of Ottawa was selected. At this meeting the Board of Directors recommended to the next Directors' Board, that the next place of meeting be Halifax, as it was felt that a convention should be held in Eastern Canada at the earliest possible date.

I also attended a meeting of the Advertising Committee on February 16th. But as reports of these meetings were given in Bulletin No. 73, I will not take up the time of this meeting by referring further to the business transacted.

Conference on Prairies

Your manager and president attended conferences last Fall at Winnipeg, Saskatoon, Regina, Calgary and Edmonton. These gatherings were very well attended and resulted in much good being done for the association. In the general discussion which took place, many of the prejudices (which were caused largely through lack of intimate knowledge of the work of the association) were removed, and now a more friendly feeling towards the National Association exists. At each of the meetings the president spoke of the origin, work and prospects of the C.W.N.A., while the manager referred in detail to the manner in which affairs were conducted at central office; the need for improved newspapers; the $2 subscription rate; the relation of the advertising agencies to the association; the cost of producing display advertising; and a most interesting and instructive round-table discussion took place on cost-finding on certain lines of job printing.

The visit of the manager to the Western Division has been in the best interests of the association. It was also the desire of the Board of Driectors that the manager hold a series of conferences in the Maritime Provinces, but arrangements could not be made before the holding of this annual meeting. The visits of the manager to the different divisions of the association are greatly appreciated by the members, and they should be taken as frequently as the work and finances of the central office will permit.

I think it is a matter for congratulation that several of the divisions of our association are becoming interested in short courses in journalism. Very successful courses were held last year in Toronto, Winnipeg, and Saskatoon, and I am glad to hear arrangements are being made to hold similar courses this year in several of the divisions. I cannot recommend these courses too highly. They should be well attended by our members, and undoubtedly much good will be received by those who avail themselves of the opportunity of attending the courses, which are given at the minimum of cost to the individual.

Splendid Improvement in Papers

Since the organization of the Canadian Weekly Newspapers' Association, and I think largely as a result of the educational campaign which has been so effectively carried on by the central office, there has been a splendid improvement in the make-up, editing, and general appearance of the weekly newspapers in Canada. I have heard of many publishers who, having been indifferent for years, are now adopting better business principles in their offices, with the result that more effort is being exerted at determining the cost of production. Much better prices are being realized and more service rendered to the customer. There is also a general desire to print neater and better papers. The weekly newspaper is, to-day, a much better business proposition than it was three years ago.

Despite the general depressing financial condition throughout the country, I am glad to note that many of the members have installed typesetting machines, and have otherwise improved their equipment. Also that several new printing offices have been erected. As your president, I would like to urge members to further improve their papers, and wherever possible and necessary, to improve the building occupied. If you are a tenant, plan to erect a building suitable for the publication of a newspaper, and thereby better your conditions.

We have all received and appreciated the Bulletins, which have been frequently issued. They have undoubtedly stiffened the backbone of many publishers and greatly assisted them in their work. Manager Sayles is deserving of the greatest credit for the excellent bulletin service he has given us.

Papers Take Right Stand on Questionable Ads

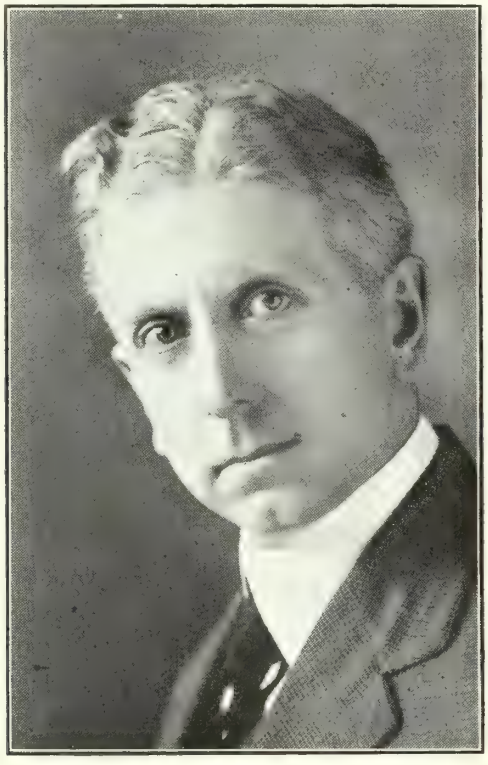
The weekly newspapers of Canada are to be highly commended for the stand taken, generally, in refusing to accept large advertisements recently sent broadcast over the Dominion, by oil and mining companies in the United States. Some of this advertising has been of a questionable nature. No reputable paper can afford to sell its space to such companies. Its duty would rather be to protect its readers from investing in such gambling propositions.

It appears to be more difficult than ever to procure

competent printers for the country office, and I think this association should give this state of affairs due consideration. Owing to labor-saving machinery used to-day, apprentices are not being employed. The central office has advocated that members, wherever possible, add an apprentice or two to the staff in order to eventually increase the number of printers. In many instances this has been done, and members have found it to be a great advantage.

Warning Re Reduced Prices

I think a word of warning would not be amiss to those who are thinking of reducing the subscription rates and prices of job printing. We all know the difficulties which had to be surmounted when the rates were increased. It was uphill work. But now that reasonable prices are being received, the rates should be maintained. The slight



E. ROY SAYLES
Re-elected Manager of the Canadian Weekly Newspapers Association

reduction in the cost of stock would make little difference in the producing price of a newspaper or the average job of printing. There has been no material reduction in the overhead expenses. Therefore, why should the product of the printing office be sold at a lower price than was received a year or two ago?

We want our association to grow and to become more useful to the members. This can be done only by everyone taking a keen personal interest in it, and striving to see, not how much he can get out of it, but how much he can put into it. It will be only by the thought and actions of the individual member that the association will be able to increase in influence and membership. We would like to urge every member, no matter from how small a place he may come, to take every opportunity to encourage his neighbor publisher to become a member of the C.W.N.A., if he is not enrolled, and to keep in touch with the central office. It matters not how large or how small your office may be, if you are in difficulty in any department, consult with the manager, who will be only too pleased to give whatever assistance he can in helping to solve your problem.

From a Division of The C. W. N. A.

I was extremely pleased when the Press Association of French-Canadian Catholics of Quebec decided to change their association and have all their members join the C.W.N.A. It has been arranged that this association form the Quebec Division of our organization at this convention. (I would strongly urge that every province, not already a C.W.N.A. division, be linked up properly with the National Association, and thus form an unbroken chain from ocean to ocean.) Nothing could be broader or bigger than the offer of the association, which permits both job printers and publishers to take part in the work of the division.

During the past few months the manager, on behalf of the Board of Directors, has had several conferences with the Express Traffic Association of Canada, in an effort to obtain reduced express rates on ready print. As the outcome of these conferences, it was decided at a meeting of the Board of Directors, last evening, to accept a temporary reduction of 15 per cent. This means a big saving to every user of ready print getting his supply by express, and it is hoped a further reduction will be obtained in the near future.

Maintain High Standard

The press was never more powerful than it is to-day, and in its march forward, holding up as its ideal the service of the masses of the people, it becomes the greatest human instrument for the betterment of mankind the world has ever seen. It is very important, therefore, that the editor be very careful of the information he publishes in his paper, either as an editorial or as an item of news. He should be positive that it is reliable, so that the moral tone and high standard of his publication will be maintained.

Papers Should Advocate High Ideals

Possibly as an aftermath of the great world war, the tendency of the age appears to be towards frivolity and slang, and insincerity. The popular places of amusement in the larger centres, at least, are the cheap, sensational movies, while the theatres where the best plays are presented, are on the verge of going into bankruptcy for want of patronage. The intellectual lectures and high class musical entertainments are attended and appreciated by only a few. Then again, the so-called funny sections of the illustrated papers, and frequently the sensational stories are eagerly perused by the young, especially, while perhaps the other pages, giving the general news of the day, are not even glanced at. I think the weekly press of Canada should draw attention to this state of affairs, and endeavor to have the people of this Dominion return to a saner and more serious mode of living.

The mission of the press is the service of the masses of the people. The newspaper man must have a rich, broad sympathy with his fellow-man. He must, in spirit, enter into the homes of the people, to toil with those who toil, and suffer with those who suffer. If his blood does not boil up within him whenever he sees injustice, his mission in life is elsewhere. The duty of the newspaperman is to hold up the mirror to the events of to-day, and so interpret them that to-morrow the life of the nation may be sweeter, happier, more intelligent, more prosperous. This may be idealistic, but I think it is the path of commercial independence. The tree that sends its roots down deepest into mother earth is safest in the storm. And the newspaper that has the gratitude and the respect and affection of the people of the community, is master of the advertiser, is independent of the ambitious politician, and can snap its fingers at the designing capitalist.

There are those who deplore the waning of personal journalism. There is no cause for alarm, however, because all journalism is personal. Pick up some of your exchanges, and you will find no two papers alike. What makes the difference? It is individuality. Every man in a newspaper office, from the proprietor to the office boy, puts his personality into the paper.

Work of Manager Eulogized

I would like to strongly eulogize the work of our manager, Mr. Sayles. He has proven himself to be a man of splendid initiative, of great executive ability, and independence of thought and action, and he has never spared himself while working in the interests of the association. It has been largely through his efforts that the C.W.N.A. is in the prosperous condition it is to-day. Mr. Sayles has been of invaluable assistance to me during my term of office, and I would like at this time to express my sincerest appreciation to him for the service rendered. As an acknowledgment of his excellent work,

your Board of Directors, at the meeting in February, unanimously agreed to increase his remuneration by $500 per year.

I cannot conclude this address without expressing my personal indebtedness, not only to the manager, but to all others who assisted me in any way during my term of office. The work of your president has been made easier by the loyalty, self-sacrifice and co-operation of the Board of Directors, and I am especially grateful to every member for the service rendered. The other committees have all done splendid work, often at considerable personal sacrifice, while the advertising committee has had very important work assigned to it, and the association is greatly indebted to this committee for the faithful and sincere manner in which the members have discharged their duties.

Snapshots of Addresses Given at C. W. N. A. Convention

Rt. Hon. W. L. Mackenzie King:

"The more we have in the way of sound opinion, the less we need of government. The Government should seek to be only the expression of the people.

"If opinion is properly moulded the Government gives expression to that opinion properly. It is only in countries where the people have not learned to think for themselves that the Government has to adopt a paternal attitude. In this Dominion public opinion is far enough advanced that paternalism of Government does not need encouragement. The function of the Government is to see that the will of the people is properly and quietly interpreted. There was no single agency to which the Government and the people were so much indebted as the press of the country, particularly the weekly press."

Rt. Hon. Arthur Meighen:

Mr. Meighen said he often wondered if the great power wielded by the men occupying editorial chairs and the serious character of the work they were performing, was sufficiently realized by these men. The press was unquestionably a power in politics, in social work and in all the spheres of human activity. He would not attribute to the men and women present any special virtues, because he had found that in any of life's spheres, men were about alike and compared on an equality with men in any other sphere. The press held in its hands much of the destiny of the state, and the men responsible for the press of Canada must realize more and more the great responsibility that was theirs.

Hon. T. A. Crerar:

Referring to his connection with a weekly newspaper, and the days when he wrote editorials, Mr. Crerar stated amidst laughter, that his efforts had not been a conspicuous success, and that he had lost his job.

He was not sure that the daily papers exercised the same profound influence in moulding public opinion that the weekly newspapers did. The daily newspapers had a particular field. The weekly newspaper had an opportunity of taking all that was best in the dailies, and in the moulding of a sound, steady public opinion, the great opportunity was given to the weekly newspaper.

Hon. Chas. Stewart:

The association could do a lot to help him in his work as minister of the interior. In the immigration problem, the department was at a loss to account for the fact that Canada was losing its immigrants. A certain section of Ontario, for instance, had a smaller population than it had some 15 or 20 years ago. The returned soldiers' settlement scheme too, had not proved all it promised to be. He thought that the weekly press of Canada could help him determine the causes of these things so that remedies could be applied. He thought that a movement of co-ordination throughout the country to make things for the immigrant easier and to remedy faults where they occurred, would do much to place Canada on a basis of contentment and prosperity.

S. N. Wynn:

Mr. Wynn's subject was "Building a weekly newspaper." He said the first duty was to publish the most complete and interesting newspaper possible, week after week. This was difficult, but in order to be successful, it must be done. The weekly newspaper publisher who took his vocation seriously was one of the busiest men in the community. No city paper could print in detail the local news of the many communities in which it circulates. He said the weekly newspaper must be something in the nature of a co-operative public institution. The owner must look upon himself as a trustee for the public, for the public has rights in it quite as great as those who own it.

A. L. Lewis:

Mr. Lewis treated the subject of "Commercial Printing Costs and Standards" at length. He said that if there ever was a service rendered humanity, it is that rendered by the printers and publishers. Commerce depends upon news—financial reports are news; a catalogue is news; the printed office form is news—and news depends upon printing. Individual localities could not very well exist without news and certainly very few manufacturing plants or businesses could continue without paper and what is printed upon it.

He thought the only way for the small printer in the country to compete with the large city printer was to adopt city methods, which had wonderfully advanced in the last twenty years. He thought the plant whose methods were strictly up-to-date and which gave real service, would be the one to get the business, and get it at a fair price.

Mr. Lewis made the important announcement that the "Long Price List" in respect to paper purchases would be extended to the rural printers in due course.

H. R. Renault:

Mr. Renault, proprietor of several large merchandising stores in the Province of Quebec, read a paper on "What the Country Merchant Expects from His Local Newspaper." He said that good results were obtained only by very good advertising, well arranged both as to artistic and display value. The paper should be well edited and printed and have a true and favorable circulation.

W. J. Dunlop, M.A.

Mr. W. J. Dunlop, director of the Extension University, of Toronto, gave some interesting facts about journalistic short courses for weekly newspaper editors. He said short courses in journalism were newer in Canada than in England or the United States. Canada was progressing, however. Courses were conducted in Toronto and in the West last year, and preparations were being made for courses this year at Toronto, Winnipeg, Saskatoon and Edmonton. The Toronto course will take place September 11 to 16. Mr. Dunlop suggested that a prize be offered for the best newspaper editorial submitted at the courses in the various provinces.

W. B. Sumerset:

Mr. Sumerset represented the Canadian Association of Advertising Agencies. He said there was a movement on foot to improve business standards among advertising agencies, no agency being admitted to the association which was not in a position to furnish adequate service and conform to the standards of the association. The standards of practice were explained by Mr. Sumerset, and he said the members of the association which he represented desired to maintain the best of relations with weekly publishers and were anxious to respect and support the rate cards of the publishers whenever they stick to them.

Claude Sanagan:

Mr. Sanagan, representing the Association of Canadian Advertisers, put the case of the National Advertiser, respecting agency relations, before the meeting. The national advertiser desires to effect an arrangement whereby the agency shall bill advertisers at net rates after all

commissions allowed by the publisher have been deducted from gross rates, the agency remuneration to be arranged between the agency and the advertiser as may be mutually agreed upon. Under the present system the agency was not functioning to the best advantage of all concerned and the solution is found in the advertiser paying only for the amount of service rendered.

J. Murray Gibbons:

In his address on Canadian Literature, J. Murray Gibbons, president of the Canadian Authors' Association, spoke of the discouraging conditions under which Canadian writers had labored for so many years and were still laboring. It was the lack of inducement that caused the immigration to more profitable fields of men like Sir Gilbert Parker, Arthur Stringer, Robert Service, and other Canadian writers of note. It was the intention of the Authors' Association to try and stop that exodus.

The improvement of the economic status could be brought about by interesting the Canadian people in the literary products of home authors. The Canadian Authors' Week had produced results. The publishers all declared that the interest in Canadian books, particularly good books, had greatly increased as a result of Authors' Week.

NOTE—A number of the addresses referred to above will be published in full in future issues.

Convention Reports

THE report of the manager and treasurer of the C. W. N. A. at the Annual Meeting in Ottawa proved interesting and illuminating. The financial standing of the Association was shown to be in sound condition and the membership of the Association greatly increased during the past year. On December 31, 1920, the membership was 408; on December 31, 1021, it had increased to 511, an addition of 103 for the year. To date, the membership roll includes 534 names.

Lorne A. Eedy, chairman of the advertising committee, reported that no change had been made in respect to agency relations in the past year. Fifteen agencies now have the full recognition of the association. The volume of advertising seen in the various papers indicated what the members of the association are accomplishing, and nothing else has a greater influence upon the agency than a large advertising patronage, remarked Mr. Eedy.

George Pearce, chairman of the committee on circulation and subscription, was unable to attend the convention and his report was presented by A. E. Calnan, the tenor of which was an exhortation to maintain the $2.00 subscription rate. It was ably explained that a well edited weekly could not be put in the hands of a subscriber at a price below this rate.

W. Rupert Davies, chairman of the editorial committee, remarked upon the improvement in the editorial tone of the newspapers of the association. An examination of the papers on file at the central office proved this to be a fact, and the improvement in the editorial pages was not alone noticeable; the news pages also, were being handled in better style. Mr. Davies urged upon the members, the necessity of giving more attention to the editorial pages. The association is prepared to give any advice in this regard when requested.

J. J. Hunter in his report on membership and field work referred to the encouraging growth of the association in the past year. Effective organization work had been accomplished in western Canada and with the formation of the Quebec Division of the C. W. N. A. the association presents a solid front from ocean to ocean.

A marked improvement has been noted in the commercial side of printing throughout the rural field, said chairman F. B. Elliott of the job printing and estimates committee. It can no longer be said that the country printer gives away his labor or technical knowledge without receiving adequate returns. Mr. Elliott urged the use of price lists and emphasized the necessity for an accurate knowledge of the cost of production.

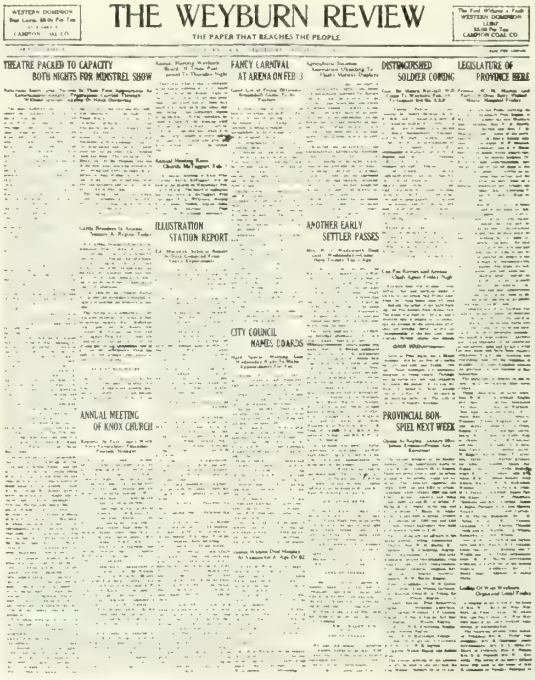
In his report on postal conditions, the chairman of the committee, A. H. Moore, said no effort had been made in the past year by the C. W. N. A. to reopen the question of postal rates but the Government had been approached by the C. D. N. A. and C. N. N. & P. A. to revert to the ¾-cent rate, but without result. The 1½-cent rate is to continue in force. Publishers in the weekly field would be well advised not to complain of existing rates; on the whole weeklies were being well treated, reference beng made to the free-zone privileges. Mr. Moore announced that negotiations were being carried on by the central office to secure a reduction in express rates on ready-print.

In his report on the paper situation, W. A. Fry made plain the necessity of maintaining the prices of subscriptions. The cost of paper fully justified present rates.

Prizes for Best Papers Shown at Convention

One of the outstanding features at the Convention of the Canadian Weekly Newspapers Association was the exhibit of publications entered by members in a contest for prizes offered by E. Roy Sayles, manager of the Association. A $10 cash prize was offered for the best all-round home-print and a $10 cash prize for the best all-round weekly using ready-print.

First prize for the best home-print went to the Weyburn Review, Weyburn, Sask., T. H. B. McCullough, publisher.


THE WEYBURN REVIEW

THE PAPER THAT REACHES THE PEOPLE

THEATRE PACKED TO CAPACITY BOTH NIGHTS FOR MINSTREL SHOW

FANCY CARNIVAL AT ARENA ON FEB 3

DISTINGUISHED SOLDIER COMING

LEGISLATURE OF PROVINCE HERE

ILLUSTRATION STATION REPORT

ANOTHER EARLY SETTLER PASSES

CITY COUNCIL NAMES BOARDS

ANNUAL MEETING OF KNOX CHURCH

PROVINCIAL BONSPIEL NEXT WEEK

THE HOME-PRINT PRIZE-WINNER.

An Ontario paper, the Norwood Register, published by J. G. Keefer, captured first honors for the best ready-print submitted.

Forty-four entries were made, Ontario heading the list with twenty-four; six were from Alberta, five from Saskatchewan, three from Quebec, three from New Brunswick, two from British Columbia and one from Manitoba.

H. P. Moore of the Acton Free Press was chairman of the judges of the contest and in making the awards stated the decisions had been arrived at only after the most careful consideration, the task being extremely difficult. The typography of advertisements, the make-up classification of news and advertising, press work and general technical appearance of the papers, consistent with the equipment available, formed the basis on which the merits of the papers were judged.

A. H. Stratton Enters Box Making Field

A. H. Stratton has purchased the capital stock of the Peterborough Paper Box Co., and purposes forming a new company and continuing the business as The Peterborough Paper Box Co., as soon as the orders on hand are filled. The plant and machinery will occupy the third and fourth floors of the Peterborough Review Co. building and the business office of the company will be at the Review Office on and after June first.

ROYALLY ENTERTAINED AT OTTAWA

AN OUTSTANDING feature of the Annual Convention of the Canadian Weekly Newspaper Association was the various forms of entertainment provided by the City of Ottawa, Dominion Government, Ottawa Women's Press Club, Ottawa Board of Trade, Kiwanis Club, Rotary Club, Central Canada Exhibition Association and the Grand Trunk and Canadian National Railways.

Wh le the delegates were attending the opening of the convention at the Chateau Laurier their wives were taken on a tour through the Parliament buildings by Col. E. J. Chambers and Mr. Fred. Cook. The House was in session, and some of the visitors stayed to hear the debate on the Budget.

Thursday at noon the women, or wives and daughters of the delegates, were entertained to a luncheon at the Rivermede Golf Club, which was provided by the Central Canada Exhibition Association.

The Ottawa Women's Press Club were the special hostesses for the occasion, and the president of this organization, Mrs. Madge Macbeth, presided over the gathering, and delivered on behalf of the Central Canada Exhibition Association and the Ottawa Women's Press Club, a most cordial welcome.

Seated at the table of honor besides Mrs. Macbeth were Mrs. V. C. French, of Wetaskiwin, Alta., wife of the president of the Weekly Newspapers' Association; Mrs. Frank Plant, Mrs. Arthur Meighen, Lady Foster, Mrs. R. F. Parkinson, Mrs. Fielding, of Windsor, N.S.; Mrs. L. A. Eedy, of Walkerton; Mrs. E. Roy Sayles, of Toronto; Mrs. Rupert Davies, of Renfrew; Miss M. Cote, Riviere-du-Loup, and Mrs. S. N. Wynn, of Yorkton, Sask.

Mrs. Macbeth wholeheartedly welcomed the ladies, and emphasized the great necessity today of Canadians in one part of this broad domain becoming better acquainted with those of other places, and growing more sympathetic with each other. She dealt with the history of the press in Ottawa, going back in thought to the establishment of The Independent in 1834, and tracing the early days of journalism to the founding of the Ottawa Citizen.

The press of Canada was treated of briefly, and then Mrs. Macbeth paid tribute to the Central Canada Exhibition Association.

Mrs. French, the wife of the president, graciously thanked the members of the Ottawa Women's Press Club, and also Central Canada Exhibition for this entertainment.

Lady Foster addressed the gathering in most inspiring manner, regarding the League of Nations, and her remarks called forth hearty applause.

Mrs. Fielding, of Windsor, N.S., and Mrs. Eedy, of Walkerton, also contributed their expressions of thanks to those who were responsible for this form of entertainment.

At four o'clock the conference at the Chateau Laurier adjourned and all the visiting gentlemen as well as ladies, were taken by special cars to Government House, where they were graciously received by their Excellencies the Governor General and Lady Byng of Vimy, and where they spent a delightful two hours in the grounds and the ball room, where tea was served. Their Excellencies, attended by Major Willis O'Connor, D.S.O., A.D.C., received the guests in the Blue Drawing Room.

In the evening a delightful supper dance was held in the ball room of the Chateau Laurier. This was given by the Canadian National and Grand Trunk Railways. Dancing commenced at 8.30. At 11 o'clock the guests sat down to a sumptuous repast in the main dining room, after which dancing was continued until 1 o'clock.

On Friday a morning of sight-seeing was arranged for the ladies. At 10 o'clock, members of the Ottawa Women's Press Club formed groups of those desiring to go either to the Museum or to the Royal Mint, and conducted them to the buildings, where they were shown through in small parties. In the afternoon the procedure was reversed; those visiting the mint in the morning attended the Museum in the afternoon, and vice versa.

Right Hon. Arthur and Mrs. Meighen later entertained the directors of the association and their wives to lunch, after which parties of the ladies visited other places of interest in the city.



DELEGATES TO CANADIAN WEEKLY NEWSPAPER ASSOCIATION CONVENTION AT OTTAWA. GROUP TAKEN ON LAWN AT EXPERIMENTAL FARM.

After the conclusion of the final session Friday afternoon all delegates and their ladies were motored to the Experimental Farm, where they were graciously entertained by Dr. J. H. Grisdale, Deputy Minister of Agriculture, Farm Director E. S. Archibald, Mr. W. F. Macoun, Dominion Horticulturist, and Messrs. F. C. Nunnick, F. C. Elford, F. X. Charland and Geo. Robertson.

An enjoyable tea was served to the visitors on the main lawn of the farm. The delegates and their friends expressed their admiration at the beauty of the many flowers and shrubs now in full bloom, and the picturesque appearance of the well-kept grounds.

Following the tea, short addresses were delivered by Mr. Grisdale, who spoke in English and French, and by Mr. Archibald, Mr. A. R. Brennan, the newly-elected president of the Canadian Weekly Newspapers' Association, expressed the appreciation of the delegates for the kind hospitality. On this occasion separate group pictures were taken of the party, the ladies forming one group and the delegates the other.

Fred Cook, former Mayor of Ottawa, and former President of the Parliamentary Press Gallery, who is chairman of the Editorial Committee of Government Publications, with John Dixon, Chief Editor of the Department of Interior Publications, looked after the arrangements which they accomplished in finished style.

Through the courtesy of the Exhibits and Publicity Branch of the Department of Trade and Commerce, pictures taken at last year's C.W.N.A. Convention, held at Vancouver, were shown in the evening at the Chateau. This ended the program with the exception of a trip through the Eddy and Booth paper mills at Hull on Saturday morning for delegates staying an extra day in the capital.

Registration List C. W. N. A. Convention

BRITISH COLUMBIA

R. D. Cumming, Ashcroft Journal; Hugh Savage, Duncan "Cowichan Leader"; H. H. Morden, North Vancouver Press; L. J. Ball, Vernon News.

MANITOBA

Mr. and Mrs. D. G. MacFarlane, Belmont News; Mr. J. L. Cowie, Carberry News-Express; Mr. and Mrs. M. S. Watson and Mrs. L. Watson, Deloraine Times; Mr. and Mrs. G. E. Perry, Deloraine Times; Mr. and Mrs. R. M. Oliver, Miniota Herald; Mr. A. G. Graham, Grandview Exponent; Mrs. C. T. Rowe, Manitou Canadian; Mr. and Mrs. E. T. Hardman, Oak River Post; Mr. and Mrs. R. W. McMorran, Souris Plaindealer.

MARITIME PROVINCES

Don F. Fraser, New Glasgow Chronicle; Mr. and Mrs. J. A. Fisher, Pictou Advocate; H. G. Harris and Misses E. and N. Harris, Kentville Advertiser; Mr. H. R. Arenburg, Lunenburg Progress Enterprise; Mr. and Mrs. N. D. Cormier, Edmundston Le Madawaka; Mr. and Mrs. J. Hardwick, Edmundston Observer; Mrs Fielding and Miss Forbes, Windsor Tribune; Mr. Fred Stevens and Miss Marton Stevens, Hartland Observer; Mr. and Mrs. C. L. Olmstead, Perth News; Mr. J. L. Stewart, Chatham World; Mr. A. R. Brennan, Summerside Journal.

ALBERTA

Mr. and Mrs. J. W. Johnston and Miss Alice Johnston, Alliance Times; Mr. and Mrs. L. D. Nesbett, Bassano Mail; Mr. and Mrs. J. H. Nesbett, Brooks Bulletin; W. J. Bartlett, Blairmore Enterprise; Mr. and Mrs. F. Burton and E. W. Burton, Cardston Globe; Mr. J. D. S. Barrett, Coleman Journal; F. H. Schooley, Claresholm Review-Advertiser; Mrs. J. A. Housiaux, Misses May and Vera Housiaux, Coronation Review; Mr. J. E. Hunt, Coronation Review; Mr. R. M. Whylock, Forestburg Home News; Mr. and Mrs. Chas. Clark, High River Times; Mr. and Mrs. F. D. McDonell, High River Times; Mr. and Mrs. A. R. Ennis, Leduc Representative; Mr. and Mrs. W. S. McCulloch, Monitor News; Mr. and Mrs. F. Turnbull, Red Deer Advocate; Mr. and Mrs. W. J. Huntingford, Wainwright Star; Mr. and Mrs. John Mackenzie, Strathmore Standard; Mr. and Mrs V. C. French, Wetaskiwin, Alta Times.

QUEBEC

Mr. and Mrs. J. M. Glassey, Richmond Times-Guardian; Mr. J. Ed. Fortin, Beauceville l'Eclaireur; Mr. and Mrs. A. Simard, Beauceville l'Eclaireur; D. J. Sullivan, Campbell's Bay Advance; Mr. and Mrs. V. Dubuc, Chicoutimi Progress; Mr. and Mrs. George Legge, Grandby Leader-Mail; Mlle. E. Tremblay and Miss Cote, Fraserville Le St. Laurent; Mr. and Mrs. J. S. Giles, Lachute Watchman; Mr. Robert Giles, Lachute Watchman; Mr. Chas. Styan, Magog Enterprise; Mr. and Mrs. J. C. Robert, Montmagny Le Peuple; S. W. Thompson, Ormstown Bulletin; Mr. J. B. Leclerc, and Mlle. Bernadette Leclerc, Robervale Le Colon; Mr. and Mrs. A. Girourad, Thetford Mines Canadien; Rev. and Mrs. A. H. Moore, St. Johns News; Mr. and Mrs. L. Briggs, Richmond Times-Guardian; Mr. and Mrs. A. V. Glassey, Richmond Times-Guardian; Henri R. Renault, Beauceville, Que.; E. Laberge, Hull, Que., Le Spectateur; J. M. Gibbon, Montreal; W. S. Thompson, Montreal; A. V. Glassey and wife, Richmond, Que.; Roy Carmichael and wife, Verdun, Que.

SASKATCHEWAN

Mr. and Mrs. S. J. Dornon, Alameda Despatch; Mr. and Mrs. C. H. Ash, Birch Hills Gazette; Mr. and Mrs. W. W. Smith, Battleford Press; Mr. and Mrs. D. J. Hartley, Kerrobert Citizen; Mr. G. A. Blakely, Canora Advertiser; Mr. W. X. Jones, Hawarden Pioneer; Mr. E. Leon Garrett, Indian Head News; Mr. and Mrs. J. M. Hanbidge, Kerrobert Citizen; Mr. and Mrs. A. S. McDowell, Lemberg Star; Mr. and Mrs. T. H. Brinsmead, Loverna Bubget; Mr. and Mrs. W. W. Hoebel, Leader Enterprise; Mr. and Mrs. W. J. Redmond, Maple Creek News; Mr. and Mrs. H. Wright, Mortiach Canadian; Mr. and Mrs. J. J. White, Outlook Outlook; Mr. and Mrs. J. J. Partridge, Outlook Outlook; Mr. and Mrs. J. A. Portin, Prince Albert Le Patriote; Mr. and Mrs. Donation Fremont, Prince Albert Le Patriote; Mr. and Mrs. C. MacMarchy, Saltcoats Herald; Mr. M. J. McCloskey, Prince Albert News; Mr. E. Brown, Prince Albert News; Mr. and Mrs. R. Coilett, Sintaluta Times; Mr. and Mrs. J. Stoddard and Miss M. Stoddard, Tugaske Globe; Mr. and Mrs. E. S. Zingg, Wapella Post; Mr. and Mrs. J. Scott, Whitewood Herald; Mr. and Mrs. W. F. Frederickson, Weyburn Review; Mr. E. Garrett, Watrous Signal; Ethel M. Robinson, Watrous Signal; Mr. and Mrs. E. P. Hodgins, Woodrow Light; Mr. and Mrs. S. N. Wynn, Yorkton Enterprise; Miss Maud Mayer, Woodrow Light; H. F. Garrett and wife, Davidson, Sask.

ONTARIO

Mr. and Mrs. H. P. Moore, Acton Free Press; Mr. and Mrs. F. B. Elliott, Alliston Herald; Mrs. C. T. Lapp and son Gordon, Brighton Ensign; Mr. and Mrs. C. V. Charters, Brampton Conservator; Mr. and Mrs. J. M. Donholm, Blenheim News-Tribune; Mr. and Mrs. H. M. Price, Bancroft Times; Mr. and Mrs. J. A. MacLaren, Barrie Examiner; Mr. and Mrs. T. W. Strachan, Belmont Enterprise; Mr. and Mrs. F. H. Leavens, Bolton Enterprise; Mr. E. S. Hudson, Beamsville Express; Mr. M. Hudson, Beamsville Express; Mr. O. M. Seim, Bradford Witness; Mr. and Mrs. E. W. Johnston, Bridgetown Review; Mr. and Mrs. M. D. Morrison, Barrie Advance; Mr. and Mrs. F. W. Rickaby, Bruce Mines Spectator; Miss Helen Rickaby, Bruce Mines Spectator; Mr. and Mrs. W. H. Kerr, Brussels Post; Mr. and Mrs. G. W. James, Bowmanville Statesman; Mr. and Mrs. E. A. Harris, Burlington Gazette; Mr. and Mrs. G. H. O. Thomas, Bracebridge Gazette; Mr. and Mrs. M. Messecar, Burford Advance; Mr. J. J. Cave and Miss Irene Cave, Beaverton Express; Mr. and Mrs. D. Williams, Collingwood Bulletin; Mr. and Mrs. F. A. J. Davis, Carleton Place Canadian; Mr. G. E. Hall, Clinton News-Record; Misses J. B., I. F., and M. Aitchison, Clifford Express; Mr. and Mrs. Frank Lendrum, Cobalt Northern News; Mr. Wm. McDonald, wife and daughter (Marjorie), Chesley Enterprise; Mr. W. R. Young, Cornwall Freeholder; Mr. Howard Chester, Coldwater Planet; Mr. Peter Ramage and Miss Alice Ramage, Durham Review; Mr. and Mrs. C. H. Moore, Dundas Star; Mr. and Mrs. W. A. Ery, Dunnville Chronicle; Mr. and Mrs. Cameron Kester, Elmira Signet; Mr. J. M. Southcott, Exeter Times; Mr. and Mrs. P. McHugh, Eganville Leader; Mr. and Mrs. H. C. Templin, Fergus News-Record; Mr. and Mrs. W. A. Dunlop, Forest Standard; Mr. and Mrs. W. L. Craig and Miss M., Grand Valley Star, Mr. A. J. Dass and Miss Ida Dass, Gravenhurst Banner; Miss J. R. MacGregor, Gore Bay Recorder; Mr. and Mr. W. Neftel, Goderich Star; Mr. and Mrs. A. McQuarrie, Goderich Signal; Mr. and Mrs. J. H. Moore, Georgetown Herald; Mr. and Mrs. A. E. Sutherland, Glencoe Transcript; Mr. and Mrs. B. O. Britton, Gananoque Reporter; Mr. and Mrs. G. E. Rice, Huntsville Forester; Mr. G. Mitchell, Hanover Post; Mr. T. P. Lancaster, Havelock Standard; Mr. and Mrs. C. P. Doughty Hastings Star; Mr. and Mrs. A. H. Gardiner, Harriston Review; Mr. and Mrs. G. E. Hudson, Hespeler Herald; Mr. and Mrs. W. R. Veale, Ingersoll Tribune; Mr. and Mrs. J. J. Hunter, Kincardine Reporter; Col and Mrs. Hugh Clark, Kincardine Review; Mr. James Wydeman, Kenora Examiner; Mr. and Mrs. W. H. Hellems, Kingsville Reporter; Mr. and Mrs. A. D. MacKenzie, Lucknow Sentinel; Mr. and Mrs. A. W. Wright and Miss Grace, Mount Forest Confederate; Mr. and Mrs. H. D. Davis, Mitchell Advocate; Mr. and Mrs. H. W. Sabine, Marmora Herald; Mr. and Mrs. A. E. Golgan, Markdale Standard; Mr. and Mrs. C. W. Rutledge, Markdale Standard; Mr. A. H. Watson and Miss M., Madoc Review; M. MacBeth, Milverton Sun; W. G. Cave, Midland Argus; Mr. and Mrs. J. A. Johnston, Mildmay Gazette; Mr. and Mrs. J. S. Winterburn, Norwich Gazette; Mr. and Mrs. J. F. Harvey, Newmarket Express; L. G. Jackson, Newmarket Era; I. H. Keefer, Norwood Register; J. G. Keefer, Norwood Register; Mr. Thos Ruebottom, North Bay Times; Mr. and Mrs. C. M. Mundy, Oshawa Reformer; Mr. and Mrs. A. R. Alloway, Oshawa Reformer; Mr. and Mrs. B. McGuire, Orangeville Banner; Mr. and Mrs. W. N. Wilkinson, Oakville Record; Mr. and Mrs. C. M. Alger and Mr. S. R. Alger, Oshawa Telegram; Mr. and Mrs. John Murkar, Pickering News; Mr. and Mrs. D. McKenzie, Paisley Advocate; Mr. A. E. Calnan and Miss Marjorie, Picton Gazette; Mrs. M. C. Dawson, Parkhill Gazette; Mr. and Mrs. G. B. Shibley, Palmerston Spectator; Mr. and Mrs. M. M. Donald, Preston Progress; A. W. Elis, Petrolia Advertiser-Topic; H. J. Shore, Port Colborne Citizen; Mr. and Mrs. Thos Whalley, Pembroke Standard; Mr. and Mrs. W. R. Davies, Renfrew Mercury; Mr. and Mrs. W. D. Samson, Renfrew Journal; Mr. J. W. Eady, St. Mary's Journal Argus; Mr. and Mrs. E. E. Short, Southampton Beacon; Mr. and Mrs. H. B. Douly, Simcoe Reformer; Mr. and Mrs. F. L. E. Evans, Strathroy Age-Dispatch; Mr. and Mrs. E. D. Evans, Strathroy Age-Dispatch; Mr. and Mrs. A. G. Templeton, Sudbury News; Mr. and Mrs. A. T. Mitchell, Smithville Review; G. K. Brown, Teeswater News; Mr. and Mrs. R. A. Semple, Trottenham Sentinel; Mr. and Mrs. H. F. Johnston, Tillsonburg News; Mr. and Mrs. J. S. Thompson, Thorold Post; Mr. and Mrs. E. S. Bridge, Thessalon Advocate; Mr. and Mrs. A. V. Nolan, Uxbridge Journal; Mr. and Mrs. G M Goodfellow, Whitby Gazette and Chronicle; Mr. and Mrs. L. A. Eedy, Walkerton Telescope; Mr. and Mrs. C. S. Bean, Waterloo Chronicle-Telegraph; Mr. and Mrs. T. W. Sims, West Lorne Sun; Mr. W. C. Aylesworth, Watford Guide-Advocate; Mr. and Mrs. P. G. Pearce, Waterford Star; Mr. and Mrs. J. A. Wesley, Walkerton Herald and Times; Mr. R. B. Morley, Toronto, Ont.; Mr. A. L Lewis, Toronto, Ont.; Mr. and Mrs. W. A. Dunlop, Toronto, Ont.; E. J. Labelle, Ottawa, Le Courrier Federal; J. J. Jolicoeur, Ottawa Le Courrier Federal; Margaret Pennell, Toronto, Ont.; Mr. and Mrs. E. Roy Sayles, Toronto, Ont.; Miss M. V. Galbraith, Toronto, Ont.; Miss M. E. Hetherington, Toronto, Ont.; Mr. J. Orlan Livingston, Grimsby Independent; C. K. Howard, Toronto; Miss Jean Sayles, Toronto, Ont.; Mr. and Mrs. J. Ross, Winchester Press; S. Wilson, Weston Times and Guide; Miss Haycroft, Bowmanville Statesman; W. R. Young, Cornwall; H. Chester, Coldwater; W. H. Allan, Carleton Place; W. A. Fry, Dunnville; W. Irwin, Durham; W. H. Elliott, Fort Frances; J. O. Livingston, Grimsby; James Wydeman, Kenora; W. H. Hellems and Wife, Kingsville; W. G. Cave, Midland; J. A. Johnston and wife, Mildmay; W. W. Walker and wife, Perth; John Murker and wife, Pickering; J. C. Templen, wife and daughter, Fergus.

(Many other publishers were at the convention, but did not register.)

Securing National Advertising

Importance of Publishing a Meritorious Paper and of Publisher Getting Support of Local Dealers Stressed by Toronto Authority

Address by Miss Margaret Pennell, J. J. Gibbons Limited
at C. W. N. A. Convention

PROFESSOR WM. CALDWELL, in his "Impressions of Ontario," has this to say for the country paper—and its editor. "He is a man who for many reasons must also be regarded as one of the typical makers of his province, of his community, of his country, of the Empire itself. I had the benefit of many and informing chats in an editorial sanctum, a chat about the inside of things in Ontario and in Canada generally. A love of something more than money has animated many of these men. Many of them seem to have done little more than make ends meet in a worldly way. One veteran editor in a town near Toronto told me that he was one of the few men in Ontario who had actually made some money in journalism. He was a moral and intellectual force in his immediate community, he often spent days and nights over really small happenings, provided only that they had a bearing on the life of his community. I hereby pay



MISS MARGARET PENNELL

Accorded special vote of thanks for splendid address given at C.W.N.A. Convention.

my meed of respect and honor to the Ontario country editor for the things that he is trying to do for his province, for himself, for his ideals, for the things that he thinks his country needs."

But an editor with a high ideal of journalism may fall down when it comes to developing his paper as a business proposition. It is possible, in fact it is not difficult, in the country weekly field, to combine both. A good example of this is still fresh in our minds, the Simcoe "Reformer."

The average publisher of a country weekly, or perhaps I should say the publisher of an average country weekly is, according to my experience, apt to go to extremes. He either takes his paper too seriously or else he does not take it seriously enough. I don't mean so much from the editorial point of view; I mean from the business end.

A Happy Medium

There is a happy medium, as the owner of a country weekly found, who, after graduating from the school of journalism at a Western University, settled down to reform the county. He headed his editorial column with this announcement: "We aim to tell the truth, the whole truth and nothing but the truth." Nearly a year later, however, it was noticed that the announcement read: "We aim to tell the truth—but not so blame much of it as heretofore." The publisher who takes himself too seriously is much offended if all the foreign advertising he sees in his exchanges does not also appear in his paper, and the publisher who does not take himself seriously enough is the one who will tell you that he is indifferent as to whether he gets your advertising or not. There is a happy medium lying between these two extremes with both of which we have had much dwelling. Perhaps the trend of the times in which we are living is towards a more sensible and constructive policy in many lines and that the up-to-date country publisher is quick to take advantage of this condition. At all events more country weeklies are being run as business propositions than there were ten years ago, more of you know whether your income is $2,000 or $20, and see to it that it is represented in cold cash and not in potatoes and butter and eggs.

Now the country weekly will always be the country weekly, it would be the height of folly to try and make it anything else.

To the progressive country weekly there should be but one town and one county and this town and county the best in the Dominion. The welfare of this community should be the main interest of the publisher. This may sound selfish and so it is, but it is a sound selfishness. The best illustration of this is a certain prominent daily newspaper, it caters to a community and it covers a territory in miles no larger than some of the country weeklies cover, but of course the population is many times greater. To this paper all interests except those of the community are absolutely secondary. The result is that this paper has a tremendous influence with its readers, and receives immense support. The point I want to make is this; that the country publisher must stand first, last and all the time for the interests of his town and county.

Now, all this is just by way of preface to what I want to say about the business-getting end of a country paper. I wanted to visualize to myself, and to you, the medium we call the country weekly. You have had the country weekly and its field defined much better than I could hope to do. I may say some things in this paper you may not like, but I want you to take them in the kindliest way and I want you to feel that the advertiser and the advertising agency has nothing but respect for the good weekly, but you must remember that you are many miles from the space buyer's desk, and that it is strictly up to you to put your proposition across to him. This can be done, because it has been done.

Be Careful About Comparison

I spoke about the country publisher who takes his paper too seriously. Now the country weekly cannot hope to easily compare with the daily in the volume of general advertising; there are many factors which tend to make it difficult for the country weekly to be included in all general campaigns. The question of plates alone is a very serious matter and your advertising rate must of necessity be higher per thousand than the larger daily. For instance, we can send a set of mats to each of 17 daily newspapers with a total circulation in excess of a million, whereas to get anywhere near this circulation in the country weeklies we would have to pay for and ship at least 500 sets of plates, and these 500 sets of plates, as compared to the 17 sets of mats, would cost almost 100 times more.

Your field is more restricted and you must remember you have to deal with many advertising managers who have had some unpleasant experiences with small papers in regard to service and rate. The publisher therefore

must keep his head when he sees some nice line of advertising going to all the dailies and perhaps two or three weeklies and not to him. It may mean, not that the advertiser does not think well of his paper, but his appropriation may not be elastic enough to include all the good papers he would like to use. It may be in using other country weeklies he is concentrating in some particular county, in fact, there may be a dozen reasons, all good in themselves, for his not getting that particular advertising, and it does no good for him to sit down and write a more or less saucy letter to the advertiser or his advertising agency.

We all believe we know something about our own particular line of work and how to handle it, but that does not sometimes prevent us from thinking we could run the other fellow's much better than he does. This energy could be better employed, providing he is turning out a good paper, in getting out some literature of a constructive character dealing with the field he covers and keeping the advertising manager well supplied from time to time with this data. If I were publishing a country paper, I would see that I had a mailing list of advertisers and that at various times interesting data was sent to every name on the list. You could start one by listing national advertisers who you felt would benefit by using your paper. If I saw a foreign account in another country paper, that was not coming to me, I would make it my business to find out why it wasn't, and while accepting the explanation with good grace, I would see that he was kept reminded from time to time that the paper was still being published, that the goods manufactured by this firm were sold in your town and that it was up to the manufacturer to help the merchants get rid of the goods they had stocked.

Local Co operation

Now this leads up to another point, the co-operation you can get through your local merchants. I am not laying down any hard and fast rules as to the means to employ in getting foreign advertising, nor am I saying that if the suggestions I give are adopted you will get everything you go after, but they are all means to an end. In the cities the consumers have not the personal relationship with their retailers which exists in most of the county towns; the result is that the city consumer specifies the particular brand of the product he needs, whereas in the town the local dealer can use his personal acquaintance with the consumer to sell him something that may not be a well-known or advertised line. Where an advertiser has certain portions of territory where the people have been educated to buy advertised goods, he is more disposed to spend his money there than in some places where the local dealers obviously use their personal influence to substitute. You will generally find that where a local merchant does not believe in advertising for himself, he is not likely to be enthused over advertised lines and this is largely the result of lack of interest on the part of the local country weekly publisher. The progressive country publisher should be able to interest his local merchant in displaying advertised goods, not merely those advertised in the local paper, but the goods of internationally-known manufacturers. This would bring to his attention and to yours, many lines of goods on sale in your town that were not advertised in your paper. Get your local merchants interested in advertising, not merely in their own announcement, but in the advertising of all well-known products; instil in them a respect for the advertised trade-marked articles. Help your merchant with his advertising and take some pains to see that it is typographically well displayed, give him a few pointers on advertising. You are supposed to be a specialist in your line. Then show him that you really are. Advertising is the most interesting business I know of, and your merchants should feel that you look on it as such. Remember that as a rule your small town merchants may not be men of vision; many of them are content to jog along. You might, in fact you should, be the means of broadening their vision. When you get the advertising of certain products carried by merchants in your town, then tell the merchants about it and get them to make a window display of the goods and, by the way, when you get the advertising schedule, make sure that your merchants have the goods to be advertised. You don't want to create a demand which cannot be met. Too much stress cannot be laid on this particular phase of co-operation. If you find the goods are not stocked or are only stocked by one merchant when they should be on the shelves of four or five, then write the manufacturer immediately and tell him so. If your local merchants think enough of your paper to give you liberal local space then get them to mention to the travelers as they call around, the fact that they have a good weekly and that their firm should use it. If the publisher has developed a spirit of co-operation with the local retailer it would not be difficult for the merchant to make it a condition of his order to the traveler that an advertising contract be made with the local paper. If the manufacturer can get the right kind of co-operation from the local merchants you will generally find him quite willing to advertise in the country towns.

From time to time we have made surveys of the merchants in various towns, asking what kind of advertising they preferred, newspapers or billboards, and we were much puzzled as to the reasons for their frequent choice of the latter mode of publicity. We finally arrived at the conclusion, however, that this was due to the fact that the country merchant did not think much of the local paper and showed preference for something he knew he could not afford to buy himself. He could buy space in his local weekly, whereas he could not afford to have a great big lithographed 24-sheet poster produced for him in the limited quantity he could use. If questioned he may not admit this, but it is the conclusion we arrived at after careful analysis, and this is something the publishers of the country weeklies could combat if they took the trouble to do some educative work with their local retailers. And when you write a manufacturer for his advertising, mention the fact that your paper is endorsed by Messrs. Smith and Brown, prominent merchants in your town, and that they would like to see the columns of the local paper used. Manufacturers are out for more business and the plea of the aggressive merchant will not fall on deaf ears.

How to Move Dead Stock

From time to time advertising campaigns have been instituted introducing new products, through the use of large spaces in the metropolitan dailies. These were continued until the trade had been loaded up throughout the country and then the advertising tapered off. I think if some of you were to call on your local retailers, and get down in their cellars or in their storehouses you would find quantities of goods which they were finding it difficult to move. Under these circumstances it should not be hard for you to secure the co-operation of your local dealers in getting them on the market. Get a supply of his letter paper, write to the manufacturers, the letters to be signed by the retailers, of course, calling attention to the fact that these goods had been stocked in good faith because of their merit, but owing to the fact that no local advertising had been done to maintain a public demand, they were not selling; and urging the manufacturer to take up advertising in the local paper to co-operate with the retailer in again creating a live and active consuming market for that line.

The other day we received a letter from a publisher stating that he was carrying so much local advertising he was not particular whether he got any foreign advertising or not. There are a number of obvious reasons why a paper with such a narrow vision is doomed to failure. One of these days some one else is going to start another paper there and go after the foreign advertising and not only get it, but get the local advertising as well. Several papers, not only weeklies, adopted this indifferent attitude to foreign advertising, and the day came when they called around and asked for it.

To paraphrase a well-known saying, the advertising agency helps the country weekly that helps itself.

The Wrong Attitude

We have had some unpleasant experiences with country papers, many of them members of your press association; one to whom we send business insisted on payment in advance. We acquiesced with his wishes and sent him stamps (the amount involved was small) which he returned, stating he did not want stamps, and that he did not give commission, and closing his letter with the phrase "this is final."

The advertising which appears from time to time for special propaganda and particularly the advertising for various causes and institutions during the war, were

looked upon by many of you rather in the light of a gold mine; you took it as an affront that commission should be asked and the stand some of you took resulted, we are sorry to say, in some instances, in a lessening of respect for the smaller press and a reduction in advertising campaigns. This was quite unnecessary and very harmful. The advertising agency during this period developed for the newspapers many thousands of dollars worth of advertising, that would otherwise have gone into other forms of publicity.

The other day I received a letter from a Manitoba publisher. I think he is a member of your association. He said: "I cannot understand why there should be so much trouble with advertising agencies over adhering to rates. For your information I am enclosing another rate card. I do not want your advertising at cut rates and the sooner you get down to business methods in this respect the more satisfactory will our dealings be in the future." The rate card he mentioned was not enclosed, nor did it follow in a later mail, and the advertising contract we had sent him was based on a card of rates dated last July. Publishers seem to think it too much trouble when they get out a new edition of their rate card to send it to the various advertising agencies.

Business Details Essential

Some country paper offices I have visited have led me to affect no surprise at their lack of attention to business detail, and this untidyness and lack of business detail is not only confined to weekly papers, some dailies have shown the same negligence. A published rate card is an absolute essential and the confidence in this rate card is only something that can be inspired by business-like dealing and fostered by years of satisfactory business relationship.

The following letter came from another publisher last week: "Enclosed you will find two copies of our new rate card, which becomes effective May 1st. The object of this card is to secure more business from the advertising agency. While we feel, taking circulation and the status of the paper into consideration, that the rate is low, at the same time we desire to give the agencies the fullest possible opportunity to include us in their appropriations whenever possible."

Then follows information about the field, and a request for an expression of opinion from us.

Submit Circulation Statement

A circulation statement, sworn to if possible, should be sent every advertising agency at least once a year, preferably once in six months, whether you get any business from them or not. The fact that you don't get business from some particular agency should not lead you to write a letter something like the following, which we have received from more than one paper: "We have not the time to fill in your circulation forms. We don't get any business from you; we don't know why; other papers seem to get advertising you send out, but if you don't care to remember us we see no reason for taking up our time in sending you information."

Perhaps you are surprised that such letters have gone out from your fellow-publishers, but we have received mail from country weeklies that would make some of you ashamed of your profession.

When you fix your rates, bear in mind that a too high rate will discourage advertising; on the other hand a too low rate will put you out of business. Figure out from your balance sheet just what rates you should be getting. Don't make your rate 2c per line because some other paper over in the next county is getting that rate. We have had quite an ordinary country weekly tell us that they should be getting 20c per inch because some paper in the next town, a well gotten up sheet, with a good circulation, well worth the rate they were asking, was getting that rate, and they saw no reason why they should not.

We have found that while an advertiser may be difficult to convince that a certain rate is fair, if he does place the contract and receive good service and results from the advertising, he is apt to forget the rate and remember the service, and speaking of service, why will so many of you persist in giving A-1 position to some questionable patent medicine copy, and hold up your hands in horror at our audacity in asking attention for a good line of commercial copy?

Call on your ordinary subscribers and see what particular equipment they lack, what lines of advertising would appeal to them, and then get after these manufacturers. Get your town council interested in getting manufacturers to locate in your neighborhood. If you have not faith in your own community and in your own paper, then it is not surprising that others have not.

I think I have been led far away from the advertised subject of my paper, but perhaps from what I have said you may be able to get some faint idea of the type of country weekly that commands respect among advertising agencies and advertisers, and some idea of the methods of approach in getting more foreign advertising.

Something to Bear in Mind

First and foremost—publish a paper your community will be proud of, a paper that stands first, last and always for the welfare of the community, and which your public looks to for inspiration and leadership. A paper with this status will be able to secure the active co-operation and help of the retail merchant. Local merchants who believe in your paper are the best mediums through which to appeal to the manufacturer for advertising. They are the customers of the advertiser who are anxious to increase their business with the local merchants and if these merchants say business can be increased by advertising in the local paper, the disposition of the manufacturer is to follow his advice. If your local merchants when consulted about your paper, say it is no good, naturally the manufacturer grasps the opportunity to avoid an advertising expenditure.

Secondly—keep your subscription list up-to-date, see every family is listed on it and that every couple starting a home gets on your mailing list, even if you have to give them a wedding present of a year's subscription.

Third—get out an intelligent, readable rate card and stick to it.

Fourth—have an intelligent follow-up. With this as ground work you can inspire confidence in your local field and among outside advertisers, and you will be occasioned no worry as to the encroachment of larger outside papers in your field, papers that are not interested except in a general and national way in your local community, its problems or its needs.

Faithful Services Appreciated

The services of Miss Mabel Hetherington, secretary to Manager E. Roy Sales, of the Canadian Weekly Newspapers Association, were fittingly acknowledged in the afternoon of the first day of the convention in Ottawa. Miss Hetherington was presented with a purse containing one hundred dollars in gold. The presentation was made by W. Rupert Davies, who referred to the fine and faithful work of Miss Hetherington throughout the year.

Weekly Publishers Met at Barrie

Seventeen publishers attended the annual meeting of the Simcoe and North York Press Association at Barrie May 12. E. Roy Sales, manager of the Canadian Weekly Newspapers' Association, addressed the meeting and various matters pertaining to the publishing business were discussed. The meeting went on record in favor of a continuance of the two-dollar subscription rate in view of present publishing costs.

Officers were elected as follows: President, Lyman G. Jackson, Era, Newmarket; Vice-President, Geo A. Blackstone, Times, Orillia; Secretary-Treasurer, R. A. Semple, Sentinel, Tottenham; Job Printing Chairman, W. C. Walls, Examiner, Barrie; Executive: David Williams, Bulletin, Collingwood; Fred B. Elliott, Herald, Alliston; E. J. Hewson, Herald, Pentang; M. D. Morrison, Advance, Barrie; A.P Wilkes, Free Press, Midland.

An Invitation To Boston

Harvey H. Weber, Second Vice-President of Craftsmen Association, Talked to Toronto Club About the Mammoth Printing Show

THOUGH the Chicago Graphic Arts Exhibition last year was the largest exposition of printing machinery and equipment ever gathered together, there is an unmistakable indication of the Boston show this year totally eclipsing last year's exhibition from every angle, according to Harvey H. Weber, second vice-president of the International Association of Printing House Craftsmen.

Mr. Weber, who is the district secretary of the Toronto-Buffalo-Rochester branches of the association, spoke on the Boston exhibition at the last meeting of the Toronto Club. He brought to the attention of the members the gigantic proportions of the Boston show and the opportunity it offered craftsmen and visitors to see all machinery of the entire printing industry.

At the Boston Graphic Arts Exhibition, the craftsmen may not only see the latest printing macinery and equipment—he may learn too how it is used.

Complete working units are being planned of the several branches of the idustry. There will also be an immense exhibit of printed matter, a paper making exhibit and a department devoted to every grade of cardboard, bonds, ledgers, etc.

Last year at Chicago some 35,000 feet of floor space was devoted to exhibits. This year at Boston 105,000 feet of floor space will be devoted to the display of machinery and supplies and other attractive features.

Mr. Weber pointed out that the exhibition was not limited to craftsmen. Every executive in Canada engaged in the printing and allied industries should make a strenuous effort to be in Boston August 28 to Sept. 2, and he was ready to leave it to the Toronto Club to see that Ontario at least made a representative showing on the big occasion.

The Exposition is held in connection with the third annual convention of the International Association of Printing House Craftsmen. At the convention the best possible speakers will be secured to give talks on all important subjects.

The result of the vote to elect five delegates to officially represent the Toronto Club at the Boston convention was announced at this meeting. The votes favored the following craftsmen: Charles Keates, George Parry, Charles W. Dunnet, O. J. Hutchinson, Cliff Lumbers.

Tentative plans for the trip of the Toronto members to Boston were laid before the meeting by Chairman Lumbers, of the local Boston Committee. The plans included a trip by boat and rail, or by rail only. A complete itinerary including the cost of the trip will be announced later, as special rates will be in order if the hoped for number attend the convention.

Mr. Weber during the course of his remarks said he would like to see some of the Toronto delegates elected to high office at the convention, to make the association more truly International, and he advised the Toronto delegation to go to Boston with this in mind, and to be prepared to take an active part in the convention proceedings.

It is just possible that the Toronto delegates will present the advantages of their fair city as a place for the next convention.

Paper Night at Craftsmen's Club

Of the men in Canada who are best qualified to talk upon the practice and history of paper making, W. B. Campbell, chemist in charge research work of the Provincial Paper Mills, Georgetown, Ontario, is among them. Mr. Campbell spoke before the Toronto Club of Printing House Craftsmen at the last monthly meeting of the club, May 31. His subject was "The Making of Paper," and while the speaker said the time at his disposal limited him to a very brief outline of his subject, the meeting at large felt that it had been covered in a very complete manner and a volume of valuable knowledge had been imparted. The greater part of the address is given elsewhere in this issue, at the conclusion of which Mr. Campbell was asked to answer a number of questions in regard to paper. Some of the questions and answers follow:

Q.—Can coated paper be made so that it will not crack?

A.—Proof against cracking is not possible but the mills do all they can to free coated paper from this tendency.

Q.—What causes static electricity in paper?

A.—Usually caused by excessive humidity or excessive dryness of the press room, compared to the difference in the condition of the atmosphere outside. Find the right temperature for the pressroom, between 68 and 72 degrees, and keep it there, and much of the trouble from static electricity will be avoided.

Q.—What is the difference between ledger paper and bond paper?

A.—Ledger is made principally of rags, because it must be heavier and possess substantial wearing qualities as it is subjected to rough usage. Bond, not requiring to be so durable, is made from sulphite pulp.

Q.—Is a sulphate sheet as good as a sulphite sheet?

A.—Both are good for their particular uses. Sulphate is really a craft paper and cannot be equalled for the purpose for which it is generally used. Sulphite is white and, of course, it has its particular field of service.

Q.—Why do light weight papers cost more than heavy papers?

A.—Light weight papers entail considerably more labor in their production.

Q.—Color paper shows a slightly different shade on one side from the other. What is the cause?

A.—The color is the same on both sides of the sheet but one side is smoother than the other, due to mechanical operation in the making, and when the light strikes the smoother side it is not absorbed to the same depth as it is on the rougher surface, causing a slight difference in its appearance.

Tribute to the Canadian Press

Congratulating the United States on the good work already done in the cause of peace, and expressing the hope that friendship would continue and intensify between that country and Canada, E. M. McDonald, M. P. for Pictou, N. S., was the guest of honor and principal speaker at the 20th annual dinner of the Canadian Camp at New York recently.

Six hundred members and guests sat down to dinner at which a menu was provided which only those who have journeyed away north could recognize. The forests of northern Canada and its rivers and its coasts had been scoured to provide the rare dishes. There were Northumberland oysters, provided through the courtesy of Premier Walter E. Foster, of New Brunswick; bisque of ptarmigan from the Yukon; fish from Hudson Bay; loin of buffalo, supplied by the Canadian National Parks; Labrador flapjacks and pâte of beaver, which Jack McKirby, a guide from Nipigon, furnished.

The speakers included Melville E. Stone, formerly general manager of the Associated Press.

Melville E. Stone said something of telegraphic facilities in North America when the Associated Press came into being. He paid fine tribute to the aid which Canada had given that association in its early struggles for existence. Mr. Stone also spoke warmly of the Canadian Press, Limited, to which, he said, it was due that United States readers were able to enjoy such satisfactory service on all Canadian matters. He had long since given Canada a very warm place in his heart.

House Organs and the Printer

He Can Not Only Publish One in the Interest of His Own Business, but for Others, and to Profitable Advantage

By R. M. MACLEAN, Editor, The "Crest"

RECENTLY an advertising woman said that twelve months ago when she heard people talking of the House Organ, she concluded they were talking about a musical instrument. This woman handles a large advertising appropriation for a large manufacturing concern, and is to-day an editor of a House Organ, and an enthusiastic booster for it. Now there are a great many to-day who are thinking the House Organ is a musical toy, and a great many more still, who, whilst knowing it is not a musical toy, have very little or no idea of its possibilities or its benefits to the user.

Here is big business for printers, good business, repeat business, business that you can take pride in executing, business that brings a good profit. Any House Organ editor will tell you that he receives enquiries from people who are contemplating issuing a House Organ wanting to know particulars and prompters. Mr. Printer, these enquiries usually show that the enquirer is ready and anxious to issue a House Organ, and if your salesman happened to drop in on him, and talked House Organs intelligently, a sale is bound to be the result. These enquiries, you might say, are few and far between. True, but the prospects that can be led up to this point are many and around your own door. Pick out one or two concerns in your own neighbourhood, who impress you as possible buyers. They do not have to be large companies, The field is unlimited. Any concern with five hundred customers and prospects or even less, can make use of the periodical, magazine-like, sales-suggestion and sales-contract publication.

When you have selected these one or two prospects, study their business, learn their market, and their sales problems, get in touch with an executive and suggest, preach, show examples, offer a rough plan verbally, rather than with a dummy. Sell the idea rather than the dummy, for a dummy often lays itself open to too much criticism, until the salesman has fully acquainted himself with the actual needs and methods of his prospects. Sell the idea first to this executive, and when you have started a discussion, you are on the road to success. Having discussed various ways and means, prepare your dummy for final O.K.

Before issuing the first copy of a House Organ, have about three issues edited, otherwise you will find that if you edit and issue the first copy, and then edit and issue the second copy, and follow on with this method, that the first will be easy to prepare, the second and others somewhat rushed. But if you edit three issues, you have a longer time to issue the fourth, and by the time the first three are issued, your little magazine is well launched, and beginning to show results. Another point which must be well noted, do not try to put everything in the first copy. Start simple rather than too elaborate. It is better to grow than to fall off.

Profitable for Printers

Many printers use House Organs in their business, and this medium offers big advantages to the printer. There is hardly a business that is so little understood by the buyer as the Printer's, and when you can explain your little problems to the buyer, by means of a monthly sales organ, the buyer appreciates it. The buyer can also be informed of the many little ways that you know of whereby you can save money for him. Do you not think this would mean more business for you?

Here is what one printer says on being asked if his House Organ was bringing him business:

"The House Organ has proven to be one of the most productive forms of advertising we have engaged in. People take stock in our opinions because we employ the mediums advised for others to bring health to our own business.

"We have booked several yearly contracts for 'monthly issues' of advertising literature directly attributable to the doctrine of persistency set forth in our House Organ.

"Our greatest faith in the efficacy of House Organs and similar styles of Advertising is founded on the fact that during the twelve years we have been a growing concern we have never employed an outside solicitor, but have depended upon the productions of our own equipment, distributed through the mails to keep our presses productive."

Now what do you think of that? No better proof could be given, and this letter is genuine.

Another printer writing, gives the following purposes and policies behind his house organ:

First—to build good-will.

Second—by helpful suggestion to create further business.

Third—to show our facilities and adaptability, but from the readers' points of view, not our own.

Fourth—to interest our readers in the magazine as a magazine, in the larger sense, but naturally to be known as "that magazine published by 'us'."

Fifth—fundamentally, we know that reader interest in our pages is the only payment we can ask, which is in itself a fair price when you consider the opportunity offered by several thousands of people laying aside everything else and giving their attention to you. Multiply this by ten minutes and you measure the value of the House Organ, a value expressed in the coinage "the chance to talk shop, more or less informally, with the order blank, dotted line and fountain pen out of sight in which atmosphere mutual understanding takes place with the natural development of business, because of the confidence resulting from this mutual appreciation of each other"—but you can't do business in this profitable coinage unless you appreciate the other man's view when you plan your editorial contents.

Sixth—The percentage of actual "house" matter is practically non-existent, except in the straight advertising copy on cover pages.

Seventh—as in the first place, so in the last, to build good-will.

Other printers write that they can trace many benefits directly attributable to their House Organ, such as:

"*New Business from new accounts.*"

"*Increased business from old accounts already on their books as a result of suggestions made in House Organ.*"

"*We know it is read, because of numerous letters received, dealing with articles we have published.*"

It is a safe assumption that if some people take the trouble to write either in a complimentary or critical vein, regarding editorial text, there are from ten to one hundred others who would if it were not so much trouble. Ask yourself how often you have felt like writing someone who has given you a good thought, and have postponed it indefinitely because of the to-morrow habit. Correspondence or discussions between two houses as a result of House Organ suggestions is a valuable point of contact, and opens up avenues of good business relationship.

One Printer's Salesman tells a story regarding another printer's House Organ, wherein a good customer said to him, "Here's a good House Organ. This fellow is 'good'—if it doesn't come soon enough, I begin looking for it—and we've given him quite a bit of business as a result of it."

"Did you ever tell him?" asked the salesman.

"No, I never thought of it!" replied the customer, "I suppose I ought to."

This, after all is human nature, and it's hard to beat human nature, even with a House Organ.

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Printer & Publisher

Published on the Twelfth of Each Month.

H. A. NICHOLSON - - - - - - - Editor.
H. D. TRESIDDER - - - Business Manager.

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B-in-Boston

An event of outstanding importance to the printing and allied industries of all of North America will take place at Boston, August 28th, to September 2nd, the period of duration for the Boston Graphic Arts Exposition.

Printers, publishers, lithographers, box makers and kindred craft will find at this exposition practically every modern machine and device which they use in their business.

If you wish to increase the knowledge of your business and learn more about its great possibilities, the educational features of this exposition will serve you in this respect—and to an extent and in a manner hardly possible under other circumstances.

A similar exposition was held in Chicago last year. It was a complete success. The immensity of the features exhibited amazed all who attended. But the Boston Exposition it is said will far surpass the exposition held in Chicago, for it is to be from three to four times greater in size.

Graphic Arts Expositions are conducted by the International Association of Printing House Craftsmen and on this occasion the Boston branch of the Association and the International Board of Governors are collaborating in completing the plans for the mammoth event.

The third Annual Convention of the Craftsmen's Association will be held simultaneously, at which the branch in Toronto will be represented. The Toronto club appreciates the importance of the affair and a large number of members have expressed their intention of being in attendance. But it is not necessary to belong to a Craftsmen's club in order to attend the Boston Exposition. Canadians at large will find a welcome there.

"B-in-Boston." This is the slogan for the occasion. It is worth while heeding.

Paper Standardization

The standardization program recently adopted by the seven national associations in the printing and allied industries of United States marks an important step forward in the elimination of paper wastes and the stabilization of costs. The chief aims of this program are to cut out unnecessary grades, weights and sizes, reduce the number of colors, finishes and watermarks, and to increase production. The seven associations responsible for the move include the United Typothetae of America, the National Association of Stationers and Manufacturers, the National Association of Employing Lithographers, the National Association of Steel and Copper Plate Engravers, the Association of National Advertisers, the National Association of Purchasing Agents, and Direct Mail Advertising Association.

Just as the manufacturer reduces costs by limiting his line, by cutting out useless grades, styles and varieties, so in the printing industry better quality, greater uniformity, and quicker deliveries are secured through standardization. To the printer, lithographer and stationer it means the elimination of dead stocks and the reduction of overhead. The paper merchant can speed up the turnover of his capital and the mill can improve quality, equalize production throughout the year and purchase materials on a surer basis.

The results of the program of paper standardization being carried on in the United States will bear watching. Many of its phases will no doubt eventually be adopted in Canada. The sooner adopted the better for all concerned.

A Loss to Canadian Journalism

Hal B. Donly has laid down his pen. The editor and proprietor of the Simcoe Reformer after forty-three years experience with ink, type and paper, after forty-three years of hard work, has decided to take a well-deserved rest. He has sold the plant, stock and good-will of the Reformer to his neighbor, P. G. Pearce, editor and proprietor of the Waterford Star.

The Reformer, due to Mr. Donly's abilities, has achieved marked success among Canadian rural newspapers, it being credited with the second largest circulation in the weekly field. The editorial page of the Reformer reflected Mr. Donly's own views. He expressed himself with fearless vigor combined with broad knowledge and common sense. He made the Reformer a paper of widespread influence through leadership and sound views.

The Simcoe Reformer is older in years than Mr. Donly. It is older than any Toronto publication, daily, weekly or monthly, save perhaps the "Globe." It was inherited by Hal Donly from his father, the late A. J. Donly. Under Hal Donly's direction the paper became a model of newspaper style, peculiar to its field.

Publishing a rural weekly and making a success of it is a strenuous battle, and only courageous fighters can win, and Mr. Donly has been a courageous fighter.

The Reformer has passed into the hands of worthy successors, and promises to continue its good work, but Mr. Donly's retirement is felt as a distinct loss to Canadian journalism.

The new owner is an experienced publisher and will have associated with him his two energetic sons, Clendon and Bruce, the former a practical printer, and the latter a university graduate, who will sit in the editor's chair.

Still Hopeful

The Hon. Mr. Fielding has wiped the Marking Act entirely off the slate. This was not altogether unexpected but printers and lithographers have reason to feel disappointment over this part at least of the proposals of the Minister of Finance in his recent budget speech.

The expression of a prominent Toronto printer, George Brigden, President of the Canadian Manufacturers' Association, reflects the general feeling of printers respecting the Marking Act:

"I am particularly sorry to hear that the Marking Act has been wiped out. I was present when the United States Congress passed an act for the rigid enforcement of the marking of articles with the name of the country of manufacture or production. On the other side they are of the opinion that the home market must be protected against dumping, and I think that we need the same protection in Canada."

However the wisdom and necessity of putting a Canadian Marking Act into Operation to cover certain commodities, such as printed and lithographed matter, is almost sure, sooner or later, to impress itself on the government, and action in this direction is not beyond the expectation of many of those interested in the passing of a Canadian Marking Act for imported, printed and lithographed matter.

The C. W. N. A. Convention

PRINTER and Publisher extends congratulations to the officers and members of the Canadian Weekly Newspaper Association on the success of the third annual convention of the Association at Ottawa. The editor, too, wishes to tender his thanks for the generous invitation extended by the manager of the association, Mr. E. Roy Sayles, to attend all the sessions and to take part in the various social features of the occasion. This splendid courtesy and co-operation is appreciated and gratefully acknowledged.

The addresses given at the convention were replete with excellent material and afforded much food for thought, and many of the suggestions given out by the speakers will no doubt be acted upon immediately by the members, or by the association.

A. L. Lewis, who delivered one of the outstanding addresses at the convention, was deeply impressed with the work being carried on by the weekly publishers of Canada through the machinery of the C. W. N. A. and announced after the convention that he was prepared to tender a silver trophy for a competition in job work at the convention of 1922.

The Canadian Weekly Newspaper Association is a large and soundly organized body. It is national in its scope and its sphere of service is growing. Two days seem too short a period to get through great numbers of items on the program and at the same time give the most serious questions maximum treatment. It may prove wise to extend the sessions another day or two as the business of the convention grows.

Buy At Home Campaign

THE publisher who is looking for some extra business in the line of advertising must first of all formulate some plan that will create a demand for extra advertising. Once he has a worth-while idea and follows it up with efficient and persistent effort good results are bound to follow and will benefit the local merchants, his town and himself.

The Oshawa Reformer which is recognized as one of Ontario's brightest and most progressive newspapers, conducted a "Buy-At-Home Campaign" the first two weeks of June and if the success of the venture can be judged by the amount of special advertising carried during that period, the Reformer is to be congratulated upon the success of the undertaking. For the benefit of readers of Canadian Printer and Publisher we give herewith an outline of how this campaign was conducted by the "Reformer."

After the plan had been worked out a letter was sent to all local merchants placing before them the particulars and asking their co-operation. The following extract will give an idea of the forceful appeal it contained.

To help educate the buying public to the fact that (a) Oshawa prices compare favorably with city prices; (b) Oshawa stores are well stocked with good assortments of up-to-date goods; (c) no waiting for deliveries from Oshawa stores; (d) no buying goods from pictures in a catalogue; (e) adjustments easily made and additional quantities of same goods easily available; (f) that a dollar spent in Oshawa helps to promote the general interest and welfare of the town and everyone in it.

To demonstrate to the people of Oshawa and district once more that Oshawa merchants know how to co-operate to "stir up business" in a general way for the benefit of the consumers as well as their own benefit.

1. A Buy-in-Oshawa Campaign for the first ten days in June —beginning Thursday of next week, June 1st, and lasting up to the following Saturday, June 10th.

2. Merchants in all lines to co-operate with special window and store displays and special newspaper advertising.

This letter was followed up with a special post card and was found to be an effective aid in canvassing. Extra copies of the issue of the "Reformer" containing the announcement of the campaign were distributed so that the entire town and district was thoroughly covered.

Window cards and price cards uniform in style and color were also printed and supplied at a nominal price to the merchants. By the display of these special cards the public were easily guided to the stores co-operating in the movement. All special advertising carried one or more flag cuts with the slogan "Be Loyal To Your Own Community" and the editorial and news columns carried convincing articles pointing out that money sent to out-of-town mail order houses was not doing justice to the senders or their fellow citizens.

On the whole the idea is a good one and can be used in other towns to the mutual benefit of the public, the merchant and the publisher.

Prominent Canadian Paper Manufacturer



C. HOWARD SMITH

President, Howard Smith Paper Mills

Mr. C. Howard Smith, president of the Howard Smith Paper Mills, Montreal, is one of the outstanding figures in the pulp and paper industry of Canada. He was born at St. John's, Quebec, in 1873. After completing his education in the St. John's High School, he commenced his business career with his father in the printing and publishing business.

Mr. Smith secured his first experience in the paper industry with the Canada Paper Company. After a year with this firm he was engaged as manager of the Kinleith Mills for three years. He started in business as a paper jobber in 1900. In 1912 he organized the Howard Smith Paper Company. Following this he built his first mill at Beauharnois and organized the Howard Smith Paper Mills. Another mill was built at Crabtree, Que., in 1916, and in 1919 the controlling interest in the Toronto Paper Company was secured with mills at Cornwall, Ont.

Mr. Smith is a past president of the Canadian Pulp and Paper Association, and is a member of the leading clubs of Montreal.

Theatre Page Creates Interest

During Paramount "Blue Ribbon Week" the Oshawa Telegram augmented its theatre advertising by carrying a special page. In each advertisement the picture of a movie star was inserted and the readers were asked to give the names of the stars, prices of theatre tickets being given for the correct answers.

A. R. Malton, New Business Manager of the Toronto Globe

At a meeting of the Board of Directors of the Globe Printing Company, Mr. A. R. Malton was appointed Business Manager of The Globe, in succession to Mr. Wm. Findlay, who resigned recently. Mr. Malton will enter upon his new duties on June 23.

The new business manager of The Globe is a native of Watford, Ontario, and received his education at the Watford



A. R. MALTON

Public School and the Petrolea Collegiate Institute. He entered the service of the Bank of Toronto at London in 1902 and was connected with that institution for 18 years, the last five as chief supervisor at the head office in this city. For the past two years Mr. Malton has been associated with the advertising agency of McConnell & Fergusson, Limited, as a Director of that company.

Mr. Malton's training and experience give him an intimate knowledge of business conditions and business enterprise, and he becomes the business manager of The Globe under the most encouraging and congenial conditions.

Improved Canadian Press Service

IN HIS report, during the meeting of The Canadian Press in Toronto last month, General Manager J. F. B. Livers say referred with satisfaction to the improvement in the return service of news from the individual newspaper offices. Members were realizing more clearly the co-operative nature of the organization and were seized of the importance of getting out promptly the news of their own districts if they were to expect satisfactory service from other members in return.

Referring to the staff, the general manager reported that much benefit had accrued during the year through the interchange of editors and reporters. Men had been brought from Ottawa and Montreal to head office, and men from head office had gone to outside bureaus. The management believed that this interchange of editors should be carried still further till every man holding a responsible position in the service had an opportunity to get a broad national outlook.

In covering the parliamentary session at Ottawa, the Ottawa bureau was trying to get away from dull Hansard reporting and to run separate stories as subjects permitted. This method was particularly valuable for the medium-sized paper dependent almost entirely on Canadian Press for its news report, as several stories were made available for the front page instead of a single caption with a long turnover.

Mention was made of the strengthening of the service covering sports, which was formerly the weakest department. Wherever possible, sporting events are covered by members of the staff and, failing this, experienced sporting editors are called upon. Running reports of big games had proved of value to morning paper members, while good follow-ups were carried for evening papers.

A year ago mail service was more or less experimental. It had now become an established success, proving of special value to smaller papers which could not spend money on supplementary services to fill their news pages. A good amount of advance material was being sent out through the mails, thus materially relieving overcrowded wires. Dealing with the several divisions, it was stated that a competent Maritime Province newspaper man had been added to the staff of the Montreal bureau as editor for the Maritime division. Considerable improvement in service had resulted and there was also a marked development in news gathering in the division. A special mail service out of Boston had also been instituted for the Maritime Province membership, and a special House of Commons lead from Ottawa for this division had been started in order to overcome the disability of change of time.

The chief development in the Ontario and Quebec division was the appointment of a staff man, with experience at Ottawa, to cover the Ontario Legislature and government departments. This service has been of special value to the numerous pony evening papers in Ontario and to leased wire members served off Western Ontario circuits. Next session it is planned to cover the Quebec Legislature in the same way. There has been a distinct improvement in news gathering in both Ontario and Quebec during the year.

In the Western division efficient news service was well maintained.

Output of wire operation was improved during the year and a satisfactory standard was now being maintained.

Relations with the Associated Press tended to become closer and closer. Co-operation was declared to be perfect and each organization was eager to meet the special news requirements of the other. It was felt to be good business on the part of the Canadian Press to devote a little wire capacity to send the A. P. special reports covering, for instance, the Dominion Parliament, as this would give Canada the right kind of publicity in the United States, The C. P. was furnishing not only to New York but to Seattle a complete service of Canadian news. But for this, little if any Canadian news would work across the continent from New York to San Francisco.

Dealing with cable service, the report stated that the supplementary cable service initiated last August in co-operation with Reuter's had worked splendidly. Sir Roderick Jones had done everything possible to make the service efficient, and Mr. Champion, the Canadian Press representative, was making a conspicuous success. There was also close and effective co-operation with the Associated Press, which filed its cables from the same office. Members of Canadian Press were showing practical appreciation of the service by a nearly 10 per cent. publication of the British cables. The present cable wordage averaged 900 to 1,000 words every twenty-four hours and was extended by cable editors to 3,000 to 4,000 words.

For the benefit of French-language members some cables were now being carried giving the domestic news of France not covered by the Associated Press, and it was hoped to extend this in the near future by a direct service from Paris.

Altogether the Canadian Press was getting exceedingly good value for the limited amount of money available for the cable service. Overhead cost, as compared with the old Canadian Associated Press service, had been reduced. Both condensation in London and expansion in Canada were good. While the service was but in its infancy, it had demonstrated that it had before it a lusty growth. There was in London the necessary machinery and the reservoir of news; the only limitation was the amount available for cable tolls.

Among the business transacted at the meeting was a decision to surrender the present charter, which has been found to be inadequate for the carrying out of all the objects of the organization and to apply for a new charter with enlarged powers under the name and style, The Canadian Press.

Printers broke the windows of the first plant that installed linotype machines. Did the progenitors stop there? The marvelous mechanisims of to-day are manifestations that belief in one's product and following through on that belief carries its own reward.

Short Course in Journalism for Saskatchewan Publishers

At a recent meeting of the executive committee of the Saskatchewan Press Association it was decided to hold the next meeting of the Association on June 29 and 30 and July 1.

The meeting will be held in the university building, Saskatoon, and a very attractive program of events has been arranged for the occasion, the major part embracing a short course in journalism. The short course in journalism will include a lecture on libel law by Mr. Justice MacLean. Other prominent men will also give lectures of special interest to publishers during the course.

For some years past the Annual meeting of the Saskatchewan Press Association has been held at Regina and later at the University at Saskatoon, the faculty there having splendidly co-operated with the press association in making their visit pleasant and also intimated their willingness to make the short course in journalism an annual feature.

The Saskatchewan Press Association is a division of the Canadian Weekly Newspaper Association and has shown marked progress under the guiding hand of Mr. S. N. Wynn, the energetic president. Mr. Wynn has built up one of the best paying weekly newspaper properties in the west, if the amount of advertising carried by the Yorkton Enterprise gives a true indication. Mr. Wynn however is not wrapped up in the business of his own newspaper enterprise to the exclusion of other interests. He is anxious that the publishing business as a whole should forge ahead in Saskatchewan and with a broad policy, he works hard in the interests of the Saskatchewan Association, as reflected in the arrangements made for the next Annual Meeting in Saskatoon.

New Price List For Saskatchewan Printers

At a meeting of the Saskatchewan Press Association at Yorkton early last month minimum prices for job work formed an important part of the business to come up for discussion and the following recommendations of the committee were adopted:

Letter Heads:—

16-lb. Great West at 20c—500 $5.50; 100 $8.00.
20-lb. Great West at 20c—500 $5.75; 1000 $8.25.
16-lb. Progress at 22c—500 $5.75; 1000 $8.25.
20-lb. Progress at 22c—500 $6.00 1000 $8.75.
16-lb. Ermine at 35c—500 $6.50; 1000 $9.50.
20-lb. Ermine at 35c—500 $7.00; 1000 $10.50.
Ruled Letter Heads—$3.00 stock—500 $7.00, 1000 $10.50.

Envelopes:—

$1.90 stock—500 $3.50, 1000 $5.75; $2.40 stock—500 $4.00, 1000 $6.50.
$3.00 stock—500 $4.25, 1000 $7.25; $3.30 stock—500 $4.50, 1000 $7.75.

Bill Heads and Statements—Padded—

5½ x 8½—500 $6.25, 1000 $8.50; 8½ x 7—500 $6.50, 1000 $9.00 8½ x 11—500 $7.25, 1000 $11.00.
Statements 6½ x 8½—500 $5.75, 1000 $8.00.

Posters—Open Display—

6 x 9, ¾-hr. composition—100 $2.75, 200 $3.25, additional 100 35c.
9 x 12, 1-hr.composition—100 $3.75, 200 $4.25, additional 100 50c.
12 x 18 1¼ hr. composition—100 $6.00, 200 $6.75, additional 100, 75c.
18 x 24, 1½-hr. composition 100 $8.75, 200 $11.25, additional 100 $1.50.
Auction Sale Posters—
12 x 18—50, $7.00, 100 $7.50; 18 x 24—50 $10.00, 100 $11.00

Wedding Stationery—

$2.75 stock—50 $7.25; 100 $11.75; $2.00 stock—50 $6.00, 100 $9.50.

Round Cornered Cards—88's 100 $2.50, 200 $3.00; 63's 100 $2.75, 200 $3.25.

Shipping Tags—$1.50 M.—500 $4.00, 1000 $6.00.

Route Cards—11 x 16—25 or less $7.00, 50 $8.00; with pedigree 50, $10.00.

Calling Cards—50 $1.25, 100 $1.75, 200 $2.50.

Show Cards—6-ply 11 x 14—10 $3.50, 25 $4.50, 50 $5.50.

Date Lines—

7x14: 25 $3.25, 50 $3.50, 100 $4.00; 7 x 21; 25 $3.50, 50 $3.75, 100 $4.50.

Government Post Cards—Printing Only—100 $2.50. 250 $2.75, 500 $3.25.

Hand Composition—$2.75 per hour. **Linotype Composition**—$3.40 per hour.

The meeting was called by Mr. S. N. Wynn, president of the Saskatchewan Press Association, and there were present Messrs. Wynn, Ribchester and Davidson of the Yorkton Enterprise; Mr. Denovan of the Yorkton Press; Messrs. Baimbridge and Zimmer, Yorkton; Mr. C. MacMurchy of the Saltcoats Herald and Mr. F. W. G. Sargent of the Kamsack Times.

Mr. Sargent was appointed chairman of the meeting and Mr. Zimmer secretary.

Mr. M. W. N. McElheran of the Stovel Company Limited, Winnipeg, gave an illuminating and instructive address on estimating and cost-finding in job work, and advised the committee on the list of job prices adopted.

Quebec Publishers Join C. W. N. A.

A meeting of the weekly publishers of the Province of Quebec, was held in Quebec City, on Thursday, April 27. J. E. Fortin, Beauceville (Que.) L'Eclaireur, presided at the Conferences. E. Roy Sayles, Manager, Canadian Weekly Newspapers Association, was present, and placed before the gathering the idea of forming a Territorial Division, to be known as the Quebec Division of the Canadian Weekly Newspapers Association. It was finally decided to form the division, the election of officers and formation to take place during the convention of the C.W.N.A. at Ottawa.



ADVERTISING THE WANT AD. PAGE

The Calgary Daily Herald has used a number of testimonial letters in a unique way to demonstrate the value of classified advertising. The appearance and legibility of the box in the center would probably be improved with more white space employed in the margins, and with the dashes and underlines omitted. Full page space was occupied.

How Halftones Are Made

A Knowledge of Photo Engraving Process Helps the Printer and Publisher to Secure Better Results—the Process in Detail

By H. W. WADLAND
Grip Limited, Toronto

PHOTO engravings are a comparatively modern product. They superseded wood engravings, which for years had been the recognized medium for illustrations to print on a type printing press.

Photo engravings, broadly speaking, may be divided into two classes, line and halftones—either on zinc or copper. The distinction between them lies in the fact that one, as its name implies, is a reproduction of a drawing made in lines, stipples or solids, while the other, the halftone, gets its name from the method of its manufacture.

The basis of photo-engraving is photography. A photographic print is composed wholly of light and shade, and may range from complete black to white. The gradations of color or tones between the highlights and the shadows are termed half tones, and the engraving of that name is so called because it reproduces these intermediate shades.

Space does not permit the consideration of process color engraving—that is a story by itself. To say it is the highly technical and scientific application of the principles of the halftone process as applied to the reproduction of colored copies, will suffice.

The method of economical and quick reproduction by photo engraving has made possible the popular illustrated magazines and newspapers. In fact, there is hardly a line of human endeavor to-day that has not been quickened by the use of photo engravings. The mail order business could never have reached such vast proportions without the aid of the halftone or line-plate illustrations. The fortunes of the printing business are indissolubly joined with those of photo engraving.

Modern advertising would not have been possible without photo engraving. Attention has been attracted, desire has been created, and goods have been sold, largely through the pictorial or other artistic embellishments, which have lifted particular "ads." out of the mass and attracted the favorable attention of the cursory reader. Pictures are the universal language, not only to those of divers tongues, but to those of every stage of mental development.

A more intimate knowledge of the process of photo engraving would assist the purchaser to avoid the many mistakes and disappointments that really have nothing to do with the engraver himself.

In this article we will consider only the Halftone Process, which makes possible the direct reproduction of photographs, paintings, wash drawings, or any like copy.

The Half-Tone Screen.

In the half-tone process it is by use of the half-tone screen that a printing plate is possible. A screen is really two sheets of glass, each with a single set of ruled lines, which are sealed together in perfect contact so that the two sets of lines cross each other at right angles. The lines thus form right-angled cross hatching, and if examined under a glass look like fly screen. The lines and the spaces between are of equal width, so that each occupy half the surface of the screen. These screens are made with from 50 to 400 lines to the inch. When you realize that the whole scheme of the halftone process is built around the halftone dot of which there may be as many as 40,000 in a square inch, you may begin to appreciate some of the troubles of a halftone operator. When you speak of the 133-screen (the screen most used) it means 133 dots to the running inch, or 17,689 dots to the square inch. Keeping the dot intact is as essential to a good halftone as the even explosions of your auto engine to the smooth running of your car.

In the coarse screens (50-65) the dots are plainly visible in the print, while in the finest book plates, with a screen of 400 lines, the dots can hardly be discerned under a strong magnifier.

Screens are expensive, and must be handled with utmost care. They must be kept absolutely clean and protected against temperature and strain. Their manufacture is a matter of exact precision.

Making The Negative

The picture or copy to be reproduced is tacked upon a board and placed in an upright position opposite the lens of the camera. The image is focussed on the ground glass, just as in dry-plate photography. The camera and copy board are joined together and mounted on springs to absorb vibration. A slight defect in lens, camera or screen means a poor negative.

In making the negative the screen is placed in the camera in front of the sensitized plate, almost in contact. Each little square in the screen acts as a separate lens, which records the proper value of the copy to the dots.

The halftone copy must be well illuminated, because the screen obstructs the passage of light between the copy and the sensitive plate. The light from two powerful arc lamps—one on either side—is focussed on the copy. Wet plate negatives are used, which the operator prepares himself for each exposure.

The selection of the diaphragm is a very important factor in the making of a good halftone negative, as it is the diaphragm that produces the sharp image which is so necessary. Hardly any two copies are the same in color value or style of surface, and so the operator must depend upon his judgment and experience in selection of a stop and in timing the exposure. The operator endeavors to secure all the detail possible, keeping the high lights bright and the shadows in their proper values.

Developing The Negatives

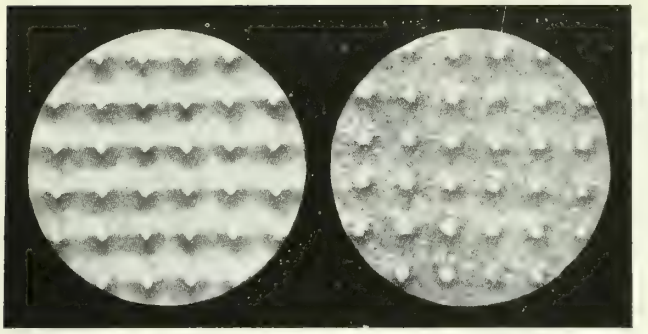
The negative is developed in a dark room by flowing the plate with a solution of sulphate of iron, the effect of which is to bring out the strong lights and shades. Next comes a flow of sulphate of copper, which intensifies them. After being washed in running water the negative is flowed with nitrate of silver. This blackens the lights and leaves the shadows transparent. Then comes successive treatment with iodine and potassium cyanide, which reduces or builds up, as desired, the different gradations of tone, as represented in the copy. The plate is then covered with a solution of sodium sulphite, which stains the shades still more opaque and dries into the film, which gives protection to the negative.

Stripping And Turning The Negative.

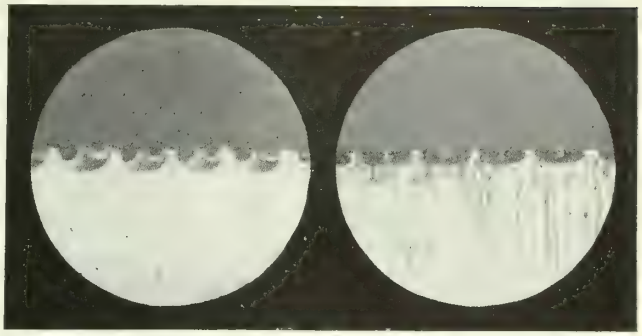
When the foreman of the gallery has passed the negative as O. K., it is sent to the stripping room, where it is stripped and turned. The negative must be prepared for this process by a treatment of rubber cement, which is carefully dried on the plate and again covered with liquid collodium and dried. After marking out the essential part of the negative and cut with a sharp tool, it is then placed in a bath of acetic acid which frees the film from the glass plate. With utmost care, so as to prevent distortion, it is lifted and transferred, face down, to a clean, dry glass plate, which may receive a number of other negatives to make up a "flat." The skill required to cut these negatives and set them together has to be seen to be appreciated. In fact, the stripper needs to be a wizard with his fingers. He is sometimes handed an incongruous mass of line and halftone negatives and expected to arrange these to conform with a crude layout or diagram, so that the finished result will be properly proportioned and accurate to the 1/64 of an inch.

Printing On Copper.

The negative is now ready for printing (in the photographic sense) on metal. The coating used to receive the image on



A B

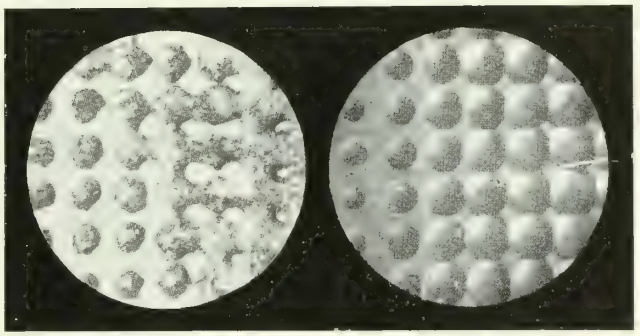


C D

A represents an enlargement of a section of a half-tone engraving that has been perfectly etched. (Note the diamond-shaped dots.)

B represents an enlarged section that has been rushed in etching (etching fluid too strong.) This plate will give fair printing but will soon 'break down' if the press run is long.

C is a cross-section of A and shows a perfectly shaped pyramid dot. This sort of etching permits of making an electrotype which will give almost as good results as the original. The smooth surface permits the mould to be removed without disfiguration.



E F

D is a cross section of B. Note the 'under-cutting' just below the top of the dots, creating what is known as a 'collar-button' dot. It is quite impossible to make a satisfactory electro from this type of etching, on account of the shoulder of each dot holding back the mould. The resulting electro would be greatly inferior to the original.

E example of perfectly etched half-tone plate, highly magnified, showing high light dots and shades.

F represents an imperfect half-tone plate from the same negative as E showing the results of forced etchings or a rush job.

copper is a composition of fish glue sensitized with ammonia bichromate. The coating is applied to the sheet metal after it has been thoroughly cleaned and polished. The metal, after coating, is placed in a machine and whirled over a gas burner to dry the enamel and produce an absolutely even surface. The negative is then placed in contact with the sensitized copper in a printing frame, care being taken that the temperature of each does not vary. After printing, the copper is laid in a tray of water and developed. The glue and bichromate not affected by the light are disposed of in running water. The developed print is very weak, and of a yellowish cast. The metal is heated, and the enamel changes to brown.



Both of these half-tones were made from the same copy (one negative.) At the left is shown a half-tone 'flat etched.' The reproduction on the right shows the same plate after proper finishing and re-etching.

After cooling the enamel is dyed with methyl violet to show more clearly the development of the image. The finished print is carefully inspected under a strong magnifying glass for any defects. The copper is now ready for the etching process.

It can be readily seen that the parts of the copper not acted upon by the light and not covered by the resist will etch away. Chloride of iron is the basis of the etching solution, and the plate is etched face up or face down, according to the theory or practice of the etcher. Recently, however a machine known as an acid blast, has been introduced, which does this work perfectly. When the proper depth has been reached the plate is thoroughly washed in running water and dried by the use of a chamois skin and by heat. The plate now has what is known as a "flat etch," and it is dependent upon the finisher to bring out the correct shades or tones of the copy by re-etching. The opportunities which the finisher has to show his mechanical and artistic skill are almost unlimited. He can work wonders with a poor copy, or he can spoil a good plate by over-etching. It is not wise to rush a halftone engraving if best results are expected. The work on a rush job has to be neglected in some details, and it is usually in the finishing.

Re-etching And Finishing.

To re-etch the plate certain portions are painted over with an acid resist solution and smaller developments of light are worked out by careful manipulation of the etching fluid with small sable brushes in the hands of the finisher.

From the finishing room the etched plate is sent to the routing room, where the superfluous metal is removed, the plate squared and bevelled and is passed along to the proving room for "first proof." The plate, with proof, is returned to the finishers for final inspection. Hand tooling is done, burnishing darks, engraving highlights by hand tooling, removing slight imperfections, and otherwise perfecting the plate.

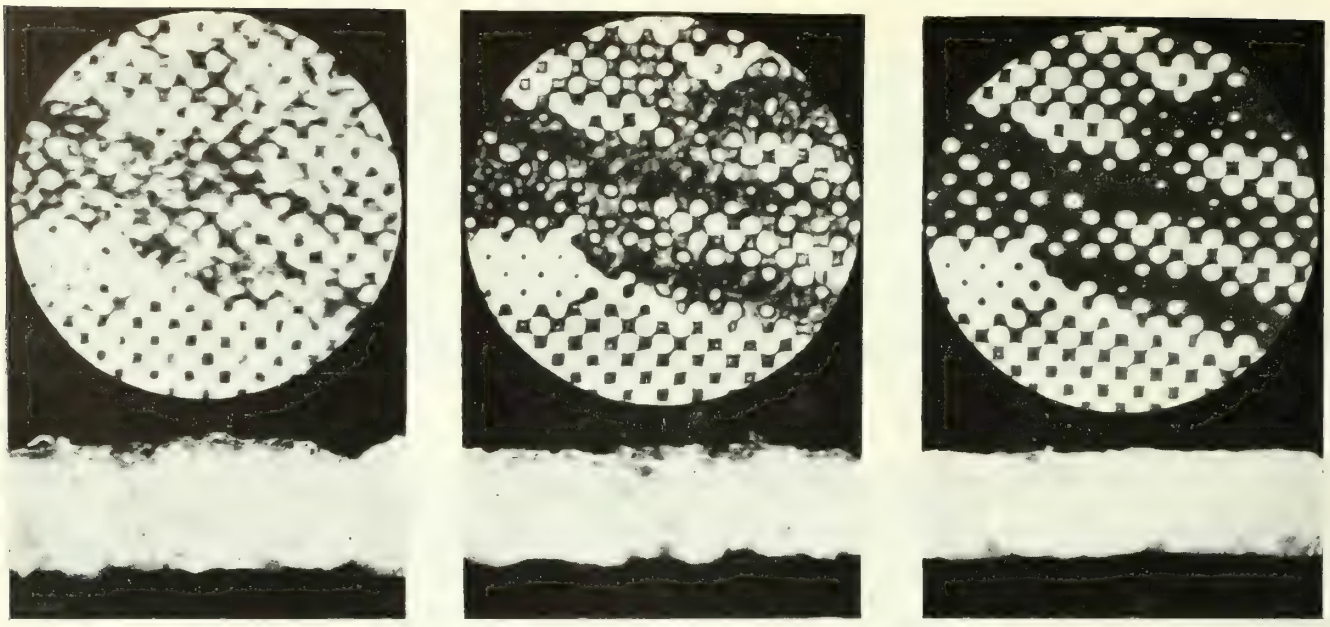
The Finished Halftone.

It is then re-proofed and sent to the superintendent for his O. K. After blocking, the finished halftone engraving is ready for delivery.

In this hasty account of the Halftone Process we have considered only the simplest form of plate. When you realize that there are few plates going through the shop without special instruction, many of them very complicated, and all wanted in a rush, you can imagine the high pressure under which a photo-engraving shop must operate to be successful.

Special Operations.

We might consider a few of these special operations, which may interest buyers of engravings:



A
Machine-finished Paper

B
Super-calendered Paper

C
Coated Paper

Above are shown the results obtained from half-tone printing on three different classes of paper. The circles represent a minute portion of each print, magnified 200 times. Below are magnified cross sections of the stock.

A Enlargement of half-tones printed on machine-finished paper. (Note the uneven shape of the dots).

B Enlargement of half-tone printed on super-calendered paper. (Note the improvement in contour of dots).

C Enlargement of half-tone printed on coated stock. (Note the even and symmetrical distribution of the dots when printed on this smooth surface.)

Close-cut halftones, after flat etching and re-etching, are outlined by hand with a graver, and then routed up to a hairline, superfluous metal removed, and the plate trimmed, proofed and mounted in the regular way.

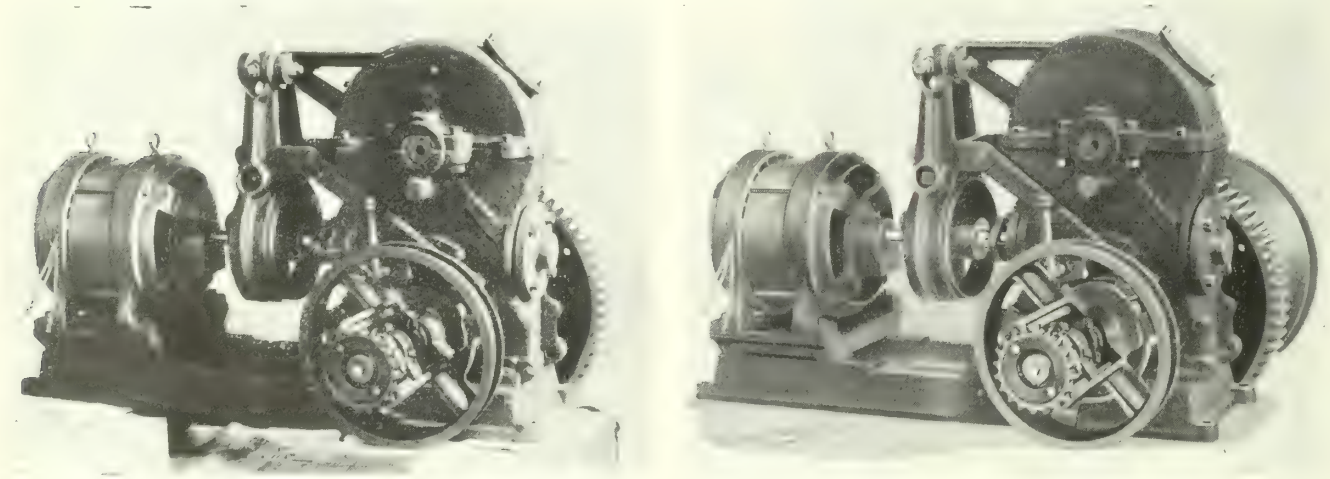
Vignetting a halftone is done by chalking up a plate (magnesia rubbed over the surface of the etched metal) and marking with pencil the outline of the desired vignette. The outside of this pencil mark is painted over with acid resist varnish. Then chloride of iron is applied with a brush to the outside dots until they become mere pin points and gradually disappear.

Combination plates are made by combining line and halftone negatives by stripping so that they can be etched on one sheet of copper. The line and the halftone parts have to be etched separately. It can be readily seen that the amount of careful work required to produce a combination plate is considerably more than the ordinary halftone.

Overline or "highlight" plates are made by printing a flat halftone negative with a line negative. The line copy would naturally produce a solid image on the metal, but where the halftone dot appears through the transparent parts of the line negative (the solids) a halftone effect is given instead of a solid.

A surprint is made by printing a line negative over a halftone print. The placing of a surprint negative in perfect register is not an easy matter. The stripper has to make a set-up of each of the two negatives in perfect register. The slightest deviation may make a surprint useless.

A Bendayed plate (so called after the inventor, Benjamin Day) is one to which has been applied a film or screen. This is a gelatinous film, designed in various patterns, such as parallel lines, grains or dots, and mounted on a wooden frame. The frame works in a pivot at one end, and can be raised or lowered without losing register. The plate to be Bendayed is laid on the table directly underneath the film. The film is first inked by a hand roller. All parts of the surface of the plate, except those to be Bendayed, are covered with a coat of gamboge. The inked film is now placed in contact with the plate, and the upper surface of the film is rubbed over very lightly with special tools for this purpose. This leaves an inked impression of the screen, which remains when the



PHOTOGRAPH PRINT WITHOUT RE-TOUCHING

SAME PRINT RE-TOUCHED

These examples, reproduced by courtesy of the Turnbull Elevator Manufacturing Company, demonstrate the value of having half tones re-touched by a competent artist. (Note superior detail and better appearance of the machine on right.)

gamboge is washed away. The plate can then be etched in the regular way.

Direct From The Object.

Direct halftone plates are made direct from the object without first making a photograph or drawing. This work is handled by an expert operator, and the results he obtains in his negatives are often remarkable. This method, however, is only practical when small, finely-finished objects are to be reproduced, such as jewellery, neckties, fabrics, etc. Most of the finest jewellery catalogue illustrations are produced by this method.



COMBINATION HALF-TONE AND LINE-ETCHING

The left half of this plate was made from a photo-print with half-tone screen (100-line) The right half was made from a line drawing without screen.



This half-tone is an enlargement (24 lines to inch) from the same negative from which the plate above was made. (Note how the dots run together in the shadows and are mere pin-points in the high-lights.)

Getting Satisfactory Results.

Halftone engravings may be made from any photograph (black and white photographs are best for reproduction), wash drawings, pencil or crayon drawings, water color or oil paintings, lithographic prints, and direct from the object, if small and refined in texture or design.

Halftones may also be made from halftone prints, though the results obtained are not usually satisfactory, owing to the conflict of two sets of dots—those of the halftone print and the dots produced by the screen in making the copy. These two sets of dots have a tendency to "pattern" in the reproduction.

When halftones are made from colored copy, it is necessary to filter the colors in making the halftone negative, otherwise the results would be very disappointing. The brilliant reds and yellows would appear solid black in the reproduction, and the rich blues would appear as white. Green would reproduce dark and purple or violet would be grey. To correct this and obtain truer reproduction of color values reduced to black and white, negatives are made on Authorcromie plates which are manufactured especially for color work. Color filters are also used. These "filters" are really various colored glass slides which are inserted before the lens of the camera during exposure.

In ordering halftone engravings careful attention should be given to copy, if best results are expected. A halftone is really a photograph reproduction, and the camera reproduces faithfully all beauty and defects of the original. The finger prints on your copy you imagined would not be noticed, are there alright and the crack in the photo that you hoped would disappear stands out like a sore thumb in the finished proof. A competent artist can work wonders with a poor photograph.

Retouching Needs Care.

Speaking of art work on halftone copy—this work should only be entrusted to experienced retouchers. More harm than good can be done by an artist who does not know exactly what he is doing. For example, distemper, which is water color mixed with Chinese white and used by artists in retouching photographs is very deceiving to the eye. The very .presence of white in the pigment seems to confuse the camera. Tones become lighter than intended. This is sometimes overcome by mixing a small quantity of sepia or burnt umber with the white and black, but at best it is a medium that should be used only by men who know the reproductive possibilities of the pigment.

When white is employed it should be clean white. White will become yellow from age and will reproduce unsatisfactorily.

Another point that causes trouble is incorrect proportions. Arbitrary sizes are often marked on drawings or photographs that no engraver, short of one with magic at his elbow and a rubber camera, could produce a plate according to instructions. Suppose a copy measures six inches by nine and one-half inches and a halftone is desired three by seven. The engraver can make it exactly three inches wide, but the depth will be off or he can give you a seven inch depth but the width will be wrong. Don't give arbitrary sizes and expect them to come out right in your finished plate unless you have accurately calculated them. The camera can only reproduce the proportionate sizes it is given.

While it is an advantage to furnish copy larger than the reproduction desired, there is also the danger of too great a reduction. The design that makes a handsome appearance in large size is often a great disappointment when it is engraved to small proportions. It is a case of too much detail in a space that will not stand it in the reduction.

As a general rule, copy for reproduction should not be much more than twice the size. There will be less chance for disillusionment.

Determine The Proper Screen.

Before ordering halftones of any kind, the proper screen should be determined. This, of course, is governed by the kind of paper stock the plates are to be printed on. It is usually advisable to discuss this detail with your engraver who will be able to advise you in case of doubt. However, as a general formula the following rules may prove of value.

Halftones for newspapers are usually made of zinc. The 65 line screen is commonly used where the original engravings are to be stereotyped (as in the case of big city dailies printed on rotary presses) though where the newspaper is printed on flat bed presses direct from the type (as is common with country and small town newspapers) 85 or even 100 line screen may be employed with good effect. The coarser screens should only be used in printing on rough finished stock or the poorer grades of paper.

For high grade magazines, catalogues and booklets, halftones on copper with 133 or 150 screen can be used. In exceptional cases where much fine detail is to be shown, 175 or 200 line screen may be used to advantage. If the finer screens are employed only the best quality of

coated paper should be considered, and the printing facilities should be of the best.

The 120 screen is generally used for publications printed on machine finished papers. Most of the trade journals are in this class.

First class results are not generally obtained in printing halftones on bond stock, but if it is necessary to use them, your engraver should be advised and the plate can be specially etched to give the maximum results.

Last, but not least, is the element of time. Never order "Rush" engravings if you expect first class work. Good halftones are only made with painstaking care. If rush delivery is the most important factor, the quality must be sacrificed to satisfy this demand. Insist on quality in your engravings. Give your engraver time to do his work well and you are not likely to be disappointed in results.



M. J. HUTCHINSON

Who has resigned the managership of the Canadian National Newspapers and Periodicals Association to become advertising supervisor of the Hugh C. MacLean Publications, Toronto.

Regular Pay, Regular Correspondents

ON TUESDAY, MAY 2, the first crop report of the 1922 season was issued by the Lethbridge Daily Herald. Thirty-one points were included in this report. This means that the Herald has at least 31 live district correspondents serving it, which is a noteworthy achievement when it is taken into account that the territory served by this daily is, according to its own slogan, Southern Alberta. The Herald does not pretend to cover Alberta, but it does claim to cover Southern Alberta "like the dew."

One strong feature of the Lethbridge Herald is its district news page. This is in charge of a district news editor. Every day a solid page of district news is run on Page 8. It is not unusual to see between 15 and 25 points represented on this page.

The page is kept bright and snappy with fresh news, feature items being played up to advantage. A cut occasionally brightens up the page. The aim as set forth by the district editor to his corps of country reporters is, "A Story a Day." About twenty of the main points in the Herald's territory are selected, and it is the purpose to get a story of sufficient value for a heading from each of these twenty points every day. The page has been running for about a year now and is looked upon as one of the principal selling points for the circulation department.

It is not easy to build-up and maintain a staff of country correspondents such as the Herald boasts. It is only done by close personal touch, encouragement and regular pay days. Indifferent remuneration is one of the fastest ways to discourage a correspondent the writer knows of. A cheque around the tenth of every month looks mighty attractive to any of us, especially when it's "velvet."

The Herald sends out regular bulletins to its correspondents. They are made as helpful and stimulating as possible. They have a punch, and the correspondent is made to feel that he is an important unit in the Herald staff. And he is. For nobody knows when a bank manager is going to commit suicide or a school teacher's glass eye will explode. Both of these events transpired in the Herald's territory not long ago and two live correspondents gave the Herald "scoops" on them.

Social and personal items are grouped in the budget style and run under a 12-point head. A box streamer head is run over the lot, this tie-up making a very attractive feature as it is all readable, timely, social happenings. The correspondent's string is kept in the office and cheques are mailed promptly

What is Dirt, Anyway?

Philosophers tell us that "dirt is matter in the wrong place;" this theory assumes that there is no such thing as dirt—it is simply misplaced matter.

Anyway, there are few printing offices but carry a vast amount of misplaced matter. Much of this matter belongs on the public dump, and should be placed there with as little delay as possible. Printer's pi is another form of dirt or misplaced matter and most of this belongs in the cases. On or before Saturday, July 8, all this pi—if worth the effort—should be consigned to the cases; if not worth the effort it should be consigned to the hellbox. Anyway, get it all into its proper place, wherever that place may be.

Dirt is out of place when utilized as a window curtain—whether on the front or back light entrances. If curtains are really needed, scrim can be had at about five cents a yard now and while scrim may be as much out of place in the average backroom print-shop as the dirt on the windows, it is at least an improvement over the soot and grime of the years.

"Daily Mail" in Letters of Smoke

Millions of Londoners recently saw the words "Daily Mail" written across the sky in letters of smoke seven hundred yards in length.

A invisible airplane, two miles high, manoeuvred skillfully by the pilot, Captain Turner, formed the letters which were actually written by smoke emerging from a box through a jet fixed behind the rudder, the pilot controlling the flow.

The chemical process for producing the smoke is a secret belonging to Major J. C. Savage, who has been experimenting with it since 1913 for the Air Ministry. He has now succeeded in producing an effect which remains in the air for five minutes and is then repeated.

Why People Change Store Patronage

Homer Buckley, speaking in Chicago recently, reported the analysis of the reasons influencing an average hundred persons to change store patronage:

Sixty-eight changed because of store indifference;
Nine because of better service elsewhere;
Three because other stores are more convenient;
Fourteen because of unadjusted grievances;
Five were influenced by friends to go elsewhere;
And one died.

Edmonton as a Pulp and Paper Centre

That an immense virgin tract of spruce timber is standing untapped within easy distance of the city of Edmonton, and that well within ten years one of the greatest pulp and paper industries in the world will spring up in the Lower Athabasca Valley, was the statement made by John Imrie of The Edmonton Journal, who was in Toronto recently.

New Weekly at Prince Albert

A FINE looking weekly paper was born at Prince Albert, Sask., last month. It is named "*Prince Albert News*," and is being issued by the News Publishing Company, Limited, capitalized at $10,000. The company's directors are James P. Brown, president; S. L. Small, business manager; and H. Hackett, secretary-treasurer.

The new company purchased the printing plant of the S.L. Small Printing Company and added new equipment, including a Model C. Intertype. The intention is to publish a weekly paper from eight to twelve pages, to carry on a job printing business, and to deal in a complete line of stationery.

The president, James P. Brown, is a man of broad experience and as well as having a first-hand knowledge of the business side of printing and publishing, is a finished mechanic, and has had twenty-five years' experience in newspaper work gaining his first knowledge with the Northcliffe press of London, England. He served his apprenticeship and afterword was employed on the Northcliffe staff for fourteen years. Coming to Canada he increased his experience on the Regina Leader, The Prince Albert Herald, and Le Patriot. His knowledge of the business should prove a very valuable asset to the company and he will be responsible for setting up the type and the printing of the paper.

The business manager and editor, S. L. Small, is by no means new to newspaper work, having been actively engaged in the printing business for the past twenty-eight years, commencing his apprenticeship on the Grand Valley (Ont.) Star back in the nineties. After working in one or two Ontario offices he came west in 1904 where he conducted the Carlyle Herald for a few months, disposing of this in 1906. In the spring of that year he established the Mountaineer at Strassburg, Sask. During the next five years he also established the Southern Review, the Nokomis Times, and the Laingen Ledger. He finally disposed of all his newspapers and located in Prince Albert in 1912 in the job printing business.

H. Hackett, the secretary-treasurer, was educated in England, to follow the teaching profession. This profession he has followed for five years in Saskatchewan, coming west eight years ago. Recently he was on the staff of the now extinct North Canada Lumber Company in their head office at Prince Albert, having given up teaching for a new sphere of action. He is handling the advertising and local news end of the new paper.



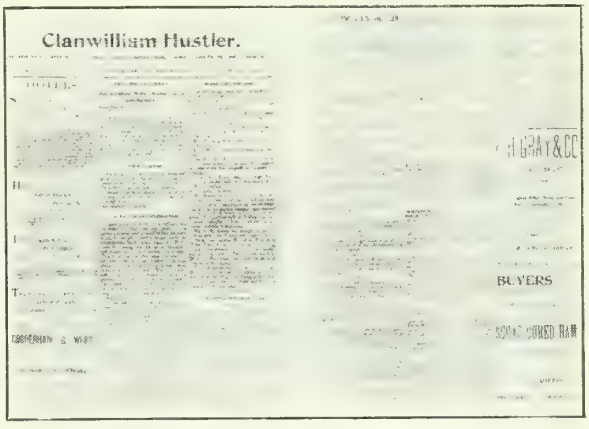
S. L. SMALL H. HACKETT
Directors of the Prince Albert News

A copy of the first issue of the News has been received by *Printer and Publisher*. It is an issue of twelve pages. The front page creates a good impression. It is entirely devoted to news, most of it of a local character, played up in daily paper style. Another commendable feature is the amount of space devoted to editorial subjects, three columns are taken for this purpose, set 17 ems in width. It contains an abundance of live reading matter. The merchants of Prince Albert supported the News in its first issue in loyal style with advertising, the size of the advertisements being especially noticeable. There are several half pages, one full page advertisement and a great number of ads of various sizes all well set. The merchants of Prince Albert surely have been favorably impressed with the appearance and value of their new paper as an advertising medium. It is deserving of their generous support.

Remarkable Newspaper

Among the most remarkable newspapers ever published in Canada was the Clanwilliam "Hustler," the front and back pages of which are shown here. As is stated on the back page, the paper was published whenever trains were delayed by slides A copy of this has just been discovered by your correspondent and its story related by one of the passengers.

In 1894 the Fraser River broke all high water records, covering the main line of the transcontinental Canadian Pacific railway in water to a depth of several feet, carrying away bridges and causing slides. A long passenger train westbound was delayed at the tiny mountain village of Clanwilliam. To pass the time, a journalist on board started this unique newspaper. The office of the paper was situated on the "ground floor" of the "Hotel" Nippon, as the Pullman car was named. For the purposes of the paper each Pullman became a hotel, their conductors "Managers," and each conductor advertised his "hotel" in the local paper. Probably no paper in the world of smaller circulation ever received such high advertising prices: eight dollars an inch. The many travellers on the train also advertised, the money going to charity. The paper had a complete staff chosen from the passengers. A mayor and council was appointed, and a magistrate, and the train became for three days a town, all of its events duly chronicled in full. A remarkable occurrence was that one of the conductors actually located a mine near the delayed train which afterwards yielded many thousands of dollars in gold. On the third day the train moved on and the paper suspended forever. The water was still so high above the rails that during the remainder of the journey to Vancouver a trainman had to stand on the cowcatcher with a pike-pole and push away driftwood from in front of the engine.



PAGES FROM THE CLANWILLIAM HUSTLER

Nearing the Million Mark

Strike allowances, bonuses and other sums amounting to $960,297.50 required to conduct the fight have been drawn by striking printers of Local 91, International Typographical Union, from the strike fund of the international union, maintained by union printers all over the continent, since the strike occurred in Toronto and other centres on June 1, 1921, according to the Toronto Star, which goes on to say, the number of men on the strike payroll had not been reduced to any extent since the strike commenced. A number of men had left the city, others had returned to work in shops which had settled with the union, and men employed by the open-shop employers' of the Typothetae had been induced to join the strikers.

The man who waits until times get better before launching the new activity has caught the same thing that ails the whole country. If everybody waits, industry stands still. It is the people who go right on planning and spending and working who will bring things back to normal.

Acrobatic Effects In Type

Just What the Theatre Man Likes—Do Slants and Curves Produce Results? That Is the Question

THE advertisements reproduced above were sent to this paper for criticism by the instructor of the printing class of the Hamilton Technical and Art School, Mr. F. H. Atkinson. Mr. Atkinson has not necessarily submitted these advertisements as samples of good or bad typography,

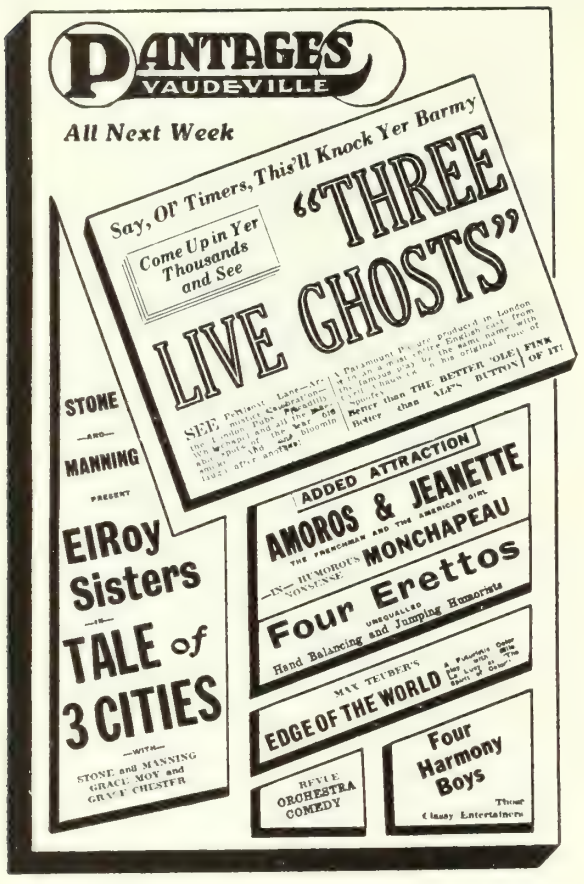


FIGURE 1
From the Printing Class of the Hamilton Technical School

and we are inclined to believe he merely wishes our opinion as to the advisability of constructing advertisements in this style.

The compositors who constructed the advertisements have followed the popular trend of advertising of this class. He has given the theatre man what the theatre man holds to be the best form of advertising, namely, bold theatrical effects. Proof of this statement is found in the advertisement designated Figure 1. It was awarded highest honors in a competition with other theatre advertisements of its kind. The competition covered the whole of Canada and was conducted by a moving picture concern.

The moving picture advertiser as a rule has decided opinions respecting advertising typography; opinions that lean toward that which is bold and fancy. From his point of view the advertisement of "The Three Live Ghosts" is ideal. He wil also find much that meets with his approval in the style of the advertisement designated Figure 2; and as to Figure 3, he would likely adjudge this as the least effective of the lot; a conclusion which, in all probability, would not coincide with the judgment of a close student of present-day, high-grade advertising typography, who invariably has been taught to shun grotesque effects. This statement is no reflection upon the knowledge and ability of the compositor who set the advertisement under consideration, as he, very likely, has aimed to meet the desire of the advertiser. In fact, we think this compositor a person of exceptional skill, one who could set striking advertisements in any style.

We agree that the compositor exercised skill in each instance, yet we think these advertisements will be looked upon with doubtful eye by authorities on typography. The doubt will arise from the fact that while they have a tendency to distinguish theatrical advertising from other advertising and while they furthermore possess features which attract a large percentage of newspaper readers, they do not afford a maximum of legibility. Novel effects such as these may attract the eye but invariably they prove inimical to easy reading of the wording, and easy reading is—of course—essential to all successful advertising. The main portions of the message in the advertisements under consideration are certainly easy to grasp. The other parts are not so easily assimilated however. Then the message as a whole, we repeat, does not afford maximum legibility. If the minor parts of the message are inconsequential the advertisement may be said to serve its purpose, but this is not likely true.



FIGURE 2
From the Printing Class of the Hamilton Technical School



FIGURE 3
From the Printing Class of the Hamilton Technical School

The master typographer, if given a free hand, will make his set up clean-cut, easily read, and vouch for attractiveness of the appeal by the skilful use of white space; balance, contrast and the other elements he usually employs. The theatre man will aver such a set-up lacks the atmosphere of the theatre, lacks the necessary punch to enliven interest, and is therefore weak in its appeal.

We are of the opinion, notwithstanding the theatrical view, that a theatre advertisement with each part clearly defined and set off with an attractive illustration is the best style and most likely to fulfill its purpose. If acrobatic type effects were as valuable as they are estimated to be by some of those who advocate their use, we think the tendency of the large national advertisers, who study results carefully, would be more toward this class of display, rather than against it. They have tried them all!

To gain attention is the primary function of an advertisement, One which is never noticed can have no effect. But gaining attention at the risk of obscuring the message is always open to question. If the message contained in the advertisement can be driven home by the use of forceful, easily read typography, supplemented by good illustration, there is little left to be desired. Such an advertisement should prove attractive, particularly so if the set up presents graceful, pleasing contour. There is another point to be considered in respect to the class of advertisements shown here. It has to do with the time spent upon their construction.

Many publishers object to rule and type twisting and slanting for entirely different reasons than legibility of the message, and the reason is well founded. Advertisements possessing such features as these consume too much of the compositor's time. Where the compositor's time is worth 3 to 4 cents per minute to the publisher, the extra time involved runs into considerable expense. If the advertiser is willing to pay for the extra cost of production there should be little room for complaint; but this is not according to common practice.

Draft Was Marked Refused

The Editor, Printer and Publisher

Dear Sir:

The admonition so often issued by the manager of the Canadian Weekly Newspapers Association, to insist on cash from any agency or advertiser who is not known or recognized by the Press Associations of Canada and the United States is often ignored, to the loss of the publishers who insert the copy of firms without first ascertaining their responsibility or financial standing.

Two instances of this have been exemplified lately. One firm representing itself to be an agency in an American city sent out copy for single column advertisements with questionable titles, with form of contract, and quite a number of weekly newspapers published the advertisements. In fact, some are running them yet. Another firm more recently from a western coast city was more bold in its methods, and sent copy for a half page for two weeks, instructing the publisher to draw on them at a date following which the advertising would have appeared. I notice that only two of the papers which are on our exchange list carried this advertising, although we held up the copy till after we had ascertained if the company in question would honor a draft for the cost of the advertising before we inserted it.

As expected, the draft came back, marked "*Refused.*" We will of course await with interest the report or results which follow the sending of statement or draft by those publishers who accepted this business. We trust that the drafts will be honored, but in both of the instances given above, we failed to receive any response from these so-called agencies or companies as to their financial standing or recognition as agencies.

It is unfortunate that publishers will ignore the practice of common sense business principles. A man may say, "Well, it is my own business if I get stung," but again he cheapens his own product, and he, as a rule,has no means of collecting, while he has aided very materially in advertising something which might be very seriously open to question as to its genuineness.

The practice of scrutinizing more closely advertising copy that may be submitted from unknown and untried houses is increasing, but the instances of which I write prompted me to write to Printer and Publisher in the hope that it will emphasize the importance of every publisher insisting that cash must be paid for advertising when it is asked for by people whom he does not know, and who have a complete cinch on him in regard to payment once the advertising has appeared.

H. T. Halliwell,
Secretary, Saskatchewan
Press Association.

Estevan, Sask.
May 18th, 1922

News Print Rates Held Unfair

Washington.—The rates on news print, wall paper and on some other grades of wrapping and bag paper from manufacturing points in Wisconsin, Minnesota and Michigan destinations west and southwest and to general localities in the Mississippi valley, were held unreasonable and unduly prejudicial as between cities concerned by the interstate commerce commission.

The commission after combining a number of complaints objecting to the particular rates held that the entire structure of freight rates on the particular types of paper mentioned in the territory concerned should be modified. After laying down the general principles which it was held should govern the manufacture of a new rate structure, the commission gave the railroads permission to maintain present charges until June 1, 1922, but to have ready on or before that time a new schedule which the commission allows to go into effect if it is found satisfactory and approved.

40,000 Cords of Pulp Wood

Cut by Battalion of Woodsmen Each Season for Largest of Canadian Paper Mills—Ancient and Modern Methods of Paper Making

By W. B. CAMPBELL

Chemist, Provincial Paper Mills, Georgetown, Ontario, in an address before the Toronto Club of Printing House Craftsmen, entitled "The Making of Paper"

IT IS decidedly interesting to compare the size of the paper making mills of to-day with those of the past, when a whole mill might be run by a couple of men and a few women and boys. To take an illustration close at home consider the operations of the Provincial Paper Mills. The tonnage production of this mill is naturally smaller than that of some of the coarse paper mills but the Provincial Mills supply about 50 per cent of all paper other than newsprint and boxboard used in Canada. Operations start far up in the bush back of Port Arthur. The Provincial Mills have on lease up there some 1,220 square miles of timber limits; an area about one tenth that of all Belgium. This is leased from the Provincial Government and the government sells the mill the timber standing on it, to be paid for as it is cut. Each winter about 600 men and 80 teams of horses go off into the bush to get out the season's cut of about 40,000 cords, which if piled up in four-foot lengths and four feet high would reach nearly from Toronto to Hamilton. This battalion of men have to be recruited each year and provided with comfortable quarters and good food, quite a task in itself, especially in these days when Mr. Woodsman demands the best of everything and gets it.

The wood is cut during the winter and piled up on the banks of streams to await the spring drive when the rains come and break up the ice and provide the water to float these logs down to Lake Superior. That is the big time of the year for the bushmen—the spring drive. Work goes on from dawn to dark and sometimes after that for the logs must be kept moving. Jams must be prevented or broken up if they form. It is no uncommon thing for the men to be wet up to the waist with icy water for a week or two at a time when the drive is on. They actually prefer the water to be cold because it does not cause chafing as summer water does. It is all one gay, wild climax to the winter of toil, and when the drive ends and the men have their winter's pay in their pockets they will celebrate as only lumber-jacks and sailors can—until they are broke. When the logs reach the lake they are caught in booms and towed to Port Arthur where they are held to wait their turn at going up the slide to the gangsaws and barkers and so on through the sulphite mill to finally become beautiful, soft, white sulphite pulp. This is then shipped to one or other of the three Provincial Paper Mills—there is a fourth mill now being built. At the paper mills it goes into the beater along with clay from the old country, talc from Madoc, rosin size from Louisiana, then through the chests and over the machine to finally become the sheet you ordered. Or perhaps it is to be coated in which case it must go to the coating mill to be coated with a fine smooth coat of extra white clay or of "satin white" so that it may the better receive the impression from those fine screen plates you have been preparing for it.

The Importance of Paper

It has been said that the consumption of paper is a measure of a nation's culture, and a survey of the history of paper making bears ample witness to the truth of the saying. The superior position of man among animals is due to the fact that he developed the ability to speak and so communicate his ideas to his fellows. The advance of civilization has been fundamentally the advance in the methods of communication—communication of ideas chiefly. And of all means of communication up to the present, that of the written or printed word is the most important.

Early Egyptian civilization devised the method of recording events by carving in stone. As it was rather inconvenient to call in a stone carver to take down every little note, the idea of writing on clay which could afterwards be baked was one which the ancients no doubt hailed with enthusiasm. Even clay has its disadvantages and it is no wonder that the Romans found it much less burdensome to use thin boards or metal sheets covered with wax as a medium for recording their daily fancies. For more scholarly work the Egyptians and Romans used papyrus. This was the product of a reed native to the Nile and was not a paper as we understand it. Thin strips of fibrous material surrounding the stem of the plant were removed by a sharp tool and spread out on a board. These were moistened with gummy water and covered with other similar layers placed crosswise. The sheet so formed was pressed, dried and polished with a piece of ivory or a smooth stone. Its production was a natural monopoly of Egypt and as it was extensively used in all the civilized countries of that time, no doubt they contrived to get a good revenue from its production. Evidently they were not able to grow enough to supply the demand, for there came a time when its export was greatly restricted—a condition we are now approaching in this country with regard to our timber. At any rate the inhabitants of Pergamus had their supplies of papyrus cut off and devised parchment as a substitute. Parchment is made from the skins of sheep and goats which are steeped in lime pits and then scraped and dried. Vellum is the similar material made from the skins of calves.

None of these materials are paper, as paper is composed of fibrous materials which have first been reduced to the condition of pulp. Perhaps as good a definition as any is that "Paper is an aqueous deposit of vegetable fibre."

For the invention of paper as we know it we are indebted to the Chinese. It was first made in China about A.D. 75, from bark, tow and old linen. On the capture of Samarkand by the Arabs about A.D. 750 they learned the art of paper making from certain Chinese prisoners. From that time paper was made chiefly from linen and cotton rags, whereas the Chinese used these only in a minor way—China grass and mulberry bark being their main raw materials.

Paper Making In Europe

It was not until about 1200 that the art of papermaking was introduced into Europe and about 1495 that it was started in England by John Tate. The firm of Whatman started in 1739 and like some other old country products is still going strong. It may be well to describe the process of papermaking as carried out at this period for the reason that though the process was extremely crude and laborious, it embodied all the essential principles of the industry of to-day.

Their raw material was rags, to-day used only to the extent of a fraction of one per cent, but as with our raw materials the first step was the conversion into pulp. The rags were moistened with water and stored in heaps until they fermented and got hot. By this means the dirt and non-fibrous material was made partly soluble so that on washing a suitably white pulp was obtained. The process was quite simple though probably rather messy and smelly.

The washed material was then put into equipment very much resembling a mortar and pestle and there pounded until the long fibres were bruised and broken up so that they would felt together to form a sufficiently fine sheet. This laborious stamping process was displaced on the invention of the Hollander or Beater some time about 1690. By this beater, which is used to-day in almost its original form, the fibres were bruised and ground between a roll fitted with bronze or steel bars and a stationary bedplate with similar bars. After the fibres had become sufficiently separated and split up they were put into the papermaker's vat and greatly diluted with water. It was at this stage that the important operation of forming the sheet took place. The papermaker stood by with a frame covered with wire cloth, known as a mould. On top of this he placed a rectangular frame called a deckle which gave the mould a raised edge to confine the liquid stock.

This was then dipped into the vat and raised up perfectly level with a peculiar horizontal shake only attained by long experience. When rightly done the result was a mould covered with a fine even layer of fibres crossing and meshing with each other in all directions. The water drained off through the meshes of the wire cloth, leaving the sheet of wet paper on top. The deckle was removed and a piece of felt laid on the wet sheet and the whole laid face down on a pile of similar sheets previously prepared. The mould was then lifted from the sheet and the operation repeated. When a sufficiently large pile of sheets, interleaved with felts, was

accumulated the stack was placed under a screw press by which the bulk of the water was squeezed out. The sheets were now separated from the felts and piled up on each other and pressed again, after which they were hung up to dry. After drying they were dipped in a dilute glue or sizing solution and dried again. They were then calendared or smoothed by women using polished stones very much as the Chinaman does his iron on your collars. Sorting and packing completed the operation.

The alterations in this process as now conducted consist chiefly in the substitution of other sources of the essential cellulose fibre, the introduction and improvement of mechanical equipment for the bulk of the hand work, and the enormously magnified scale on which operations must be conducted.

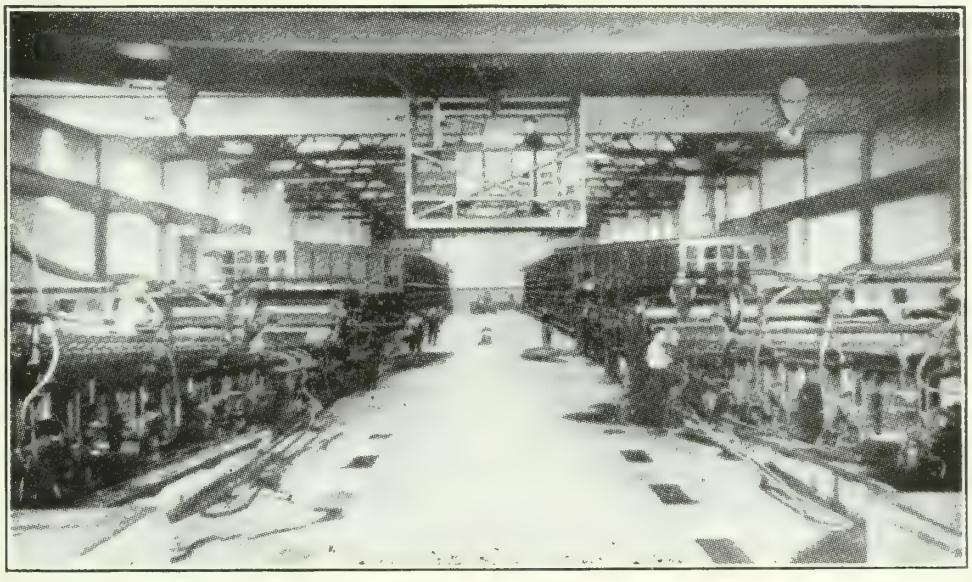
Canadian Originatad Groundwood Process

Of the paper used in America at the present time it is fair to say that about 99 per cent is made from wood by one or other of the different processes. These processes are of different kinds depending on the wood available and the characteristics desired in the pulp to be produced. In point of time the first of these to appear is the groundwood process, for the earliest use of which the world is indebted to a Canadian.

Contrasted with the cheap, easily prepared and perishable groundwood there are the chemically prepared pulps—soda and sulphite. By rather involved processes the wood is chemically treated so that more than half of it is disssolved away, leaving behind only the very resistant cellulose—the very same material of which cotton or linen is composed. The cost is much higher for chemicals are consumed, much heat is used and less than half the pulp is produced from the same wood.

As mentioned before, there are two processes for making chemical wood pulp, the essential difference between them being that in the soda process the non-cellulose material of the wood is dissolved by an alkaline solution, caustic soda: and in the sulphite process by an acid solution, sulphurous acid is used to obtain the same result. As might be expected the pulp resulting has somewhat different characteristics depending on which process is used in producing it. Soda pulp is somewhat softer and bulkier than sulphite pulp from the same wood. The soda process is usually applied to woods of the broadleaved families—poplar, birch, maple, etc. and to very resinous woods such as pine, while the sulphite process is used for spruce, hemlock and balsam. In both processes the wood must be barked carefully and cut into chips before treatment. Even at this stage care must be taken if a good product is to be produced. Bark—even the paper like inner bark—must be completely removed or it will prevent the penetration of the cooking liquor and a dirty pulp will be the result. The chips must be clean cut and of uniform size so that all will be cooked uniformly. At a recent Pulp and Paper meeting one of the speakers compared cooking non-uniform chips with trying to boil potatoes and turnips together—if either was done right the other was not.

Note!—Inasmuch as modern methods of making pulp and paper were traced in an article by Richard I. Findlay in the May issue of Printer and Publisher, a portion of Mr. Campbell's reference to this phase of the process has been deemed unnecessary.



The fastest newsprint machines in the world. The Laurentide Company at Grand 'Mere has two of these monsters, each 166 in. wide making newsprint regularly at more than 1000 feet per minute.

Chas. Fenerty, a native of Nova Scotia produced ground wood pulp and made paper of it in 1840 and the paper was printed by the Acadia Recorder of Halfax. The process was independently discovered in Germany a few years later. The process is a very simple one and consists essentially of pressing a stick of wood against a revolving grindstone after having removed all bark and knots. The stick is simply worn down into fibres and these constitute the pulp. Although the process of making groundwood is, in principle, very simple, present day competition compels the careful attention to many factors in order to produce a suitable pulp at a reasonable price. The pressure on the wood and the surface of the stone must be regulated so that the pulp is not too fine and floury on the one hand, nor too coarse and slivery on the other. As there is at present prices a margin of only about $10 a ton between the cost of the wood and the price of the pulp to cover the cost of production including the cost of about 80 H.P. per ton per day it will be seen that operations must be very carefully handled if any profit is to remain. The pulp is the cheapest used both in price and in quality and is put into only those papers where cheapness is a prime essential. Newsprint consists of about 75 per cent groundwood. Some cheap book papers may have as much as 50 per cent but the great bulk of book paper is entirely free from it. Its composition is practically that of the wood from which it is made. It is always rather coarse and cannot be permanently bleached to a good white. It also weakens with age and no paper made with groundwood can be expected to retain its strength more than a few years.

Provincial Paper Mills Contracts Are Awarded

Contracts for addition to Provincial Paper Mills, Ltd., at Port Arthur have been awarded as follows: Structural steel, Dominion Bridge Co., Montreal; machinery, Port Arthur Shipbuilding Co., Port Arthur; building, J. C. Trimble, Toronto. The extension is to be completed by May 1st, 1923, at an estimated cost of $1,500,000. Work has already commenced on the construction of the addition. The mill will be equipped with 146 book machines capable of turning out 30 tons of paper a day. The principal market for the product will be in Western Canada.

The Practical Cost System for Printing Offices

By R. T. PORTE

IV.—Chargeable and Non-Chargeable Time

We have accounted for all the different processes liable to be used in the making of a job of printing, and explained each. Perhaps the words Chargeable and Non-chargeable require some explanation. The workman fills in no blanks beyond the triple line on the time ticket, except in the "No. Impressions" column previously mentioned.

The first time ticket reproduced, cut number 4, is one as handed in by the employee at the end of the day. All the items under the heading "These columns for office use only" are then filled out and totaled by the cost clerk. Every department except "Office Time" is subdivided into two items, chargeable and non-chargeable time, and are defined as follows:

Chargeable Time: All those productive units of time used on a job that can be charged direct to and become a part of the cost of the completed work. Salable units of time as compared with the time that has no salable value such as distribution, office work or janitor work.

Non-Chargeable Time: All other portions or units of time used by the workman in his daily work, non-productive time, that cannot be charged against a particular job, or where he assists at a machine whose time is already charged through another workman.

The only items that are generally non-chargeable are, in the composing room, Nos. 51 to 56; in press room, 151 and 152; in stock room, 251 and 252; in bindery, 351; and all the office work, 451 to 456, as none of these items can be properly charged to any job. The office work items form a part of what is commonly spoken of as "administrative overhead" or "business burden" while the other items are a part of the "plant overhead" or "shop burden." All the cost of this non-chargeable time as well as the overhead or business burden expense must be carried by the chargeable hour and becomes a part of the hour-cost of those hours.

Extending Chargeable and Non-chargeable Time: After the workman hands in his time ticket for the day, and before the work can be charged to any particular job, all items must be extended to the chargeable and non-chargeable columns. All time in office work is extended to that column. If one of the shop workmen waits on customers, answers telephone calls, or does any of the office work the time so used is to be entered on his time report, using the proper office work number, which is generally No. 455, and the extension is to be entered in the office column. A portion of his wage will be charged to office as shown later.

All work in the numbers under 99 is extended in the composing room time columns, but in the case of machine composition a ring should be placed around the time to keep it separate from the hand work, as the two kinds of work are in different sub-departments.

All work in the 100's is extended as press room time in the proper columns, but in case of cylinder press-work, a ring is placed around the time for the same reason as above; in case of different sized cylinders or jobber with feeder attached the cost clerk must use care that the items are kept separate for use in other records. This will be easy if the various machines are numbered or lettered. Where there is no typesetting machine or cylinder press in the plant the ringing of the time in these two columns is not necessary.

All work in the 200's is extended to the proper stock or bindery columns but a ring is placed around the stock room time for the same reason as above.

All work in the 300's is extended in the proper stock or bindery columns, without a ring. All work numbers containing a "50" are non-chargeable time.

Now the time is posted up in each column, but machine composition time, cylinder press time of the different sizes, the job press with attached feeder, and stock room time is kept separate in the totals as shown in the time ticket reproduced, cut number 5. The total time, both chargeable and non-chargeable, on each workman's time record, must equal his entire day's work.

The Job Record

We have accomplished the building of the structure, but we must now go back and take up the Job Record, the reverse side of the fly sheet attached to the Job Envelope, which is the foundation of our Cost System, and to which the structure is firmly attached.

The Job Record is a summary of the time used on any particular job and is taken from the Daily Time Tickets. Even though the work on the job may take several days in any one or several departments yet, as the work progresses each day, the time is taken from the Daily Time Tickets and is entered on the Job Record. The Job Record has four sections that conform to the extension columns on the Daily Time Ticket,

Sample of Job Record filled out for Job No. 102

JOB RECORD No. 102

STOCK WORK

EMPLOYE	DATE	KIND OF WORK	TIME H	TIME M
R.P.	5/4	202		3

COMPOSITION

EMPLOYE	DATE	KIND OF WORK	TIME H	TIME M
R.P.	5/4	1	1	2

NOTE. Indicate Machine Composition by a ring around the time

BINDERY

EMPLOYE	DATE	KIND OF WORK	TIME H	TIME M
R.P.	5/4	301		3
"	"	302		3

PRESS WORK

Press No	EMPLOYE	DATE	KIND OF WORK	TIME H	TIME M
1	R.P.	5/4	101		5
"	"	"	103	1	—

NOTE. Indicate Cylinder Press Work by a ring around the time

SUMMARY OF COST

ITEMS	TIME H	TIME M	COST B	COST C
STOCK			3	12
STOCK WORK		3		48
MACH. COMP.				
HAND COMP.	1	2	2	88
CYLINDER PRESS				
JOB PRESS	1	5	2	25
INK				20
BINDERY		6		81
RULING				
ELECTROS				
ENGRAVINGS				
EXTRAS				
TOTAL COST			9	74
PROFIT				—
LOSS				74
SELLING PRICE			9	00

NUMBER SEVEN

and in these sections the daily items of time put in on a job are collated until the job is completed. See illustration in cut number 7.

1.—*Stock Work*: Here the employee's initials or name, with date, and the kind of work, entered by the work numbers,

and the total time of that kind of work on the job, in hours and units or tenths is entered.

2.—*Composition*: This work is to be entered on the Job Record in the same manner as above but care must be taken to put a ring around the time of the typesetting machine. We would advise the entering of the hand composition time in the upper portion of this space and the machine composition in the lower portion.

3.—*Press Work*: In this the number of the press should be used as well as the initials of the workman and the date and kind of work. Care should be taken to ring the cylinder press and also to properly designate the time of a jobber with attached feeder and the different classes of cylinders.

4.—*Bindery Work*: If you are keeping records of more than one class of this work the time of the different classes should be designated by using a ring for one class or by some other distinguishing mark, as, for instance, using a ring around machine, or class "C" work.

As the job goes through the plant to completion, whether in one day or in several days, the time on that job is collated on this job record. When the job is completed and the job envelope is returned to the office, the time used in each department is totaled and carried to the Summary of Cost on the Job Record and entered opposite the proper items—the total of the hours and units used in each process. This time is then multiplied by the hour cost used and the amount entered in the column headed "Cost." See illustration cut number 7.

The first item in the Summary of Cost is Stock. Get from the Job Envelope the details of the stock used on the job and figure the cost laid down in your stock room, if you keep your stock costs that way; otherwise use the cost at the paper house plus ten per cent for freight and drayage and plus another ten per cent handling into the house and onto the shelves and for spoilage, and enter this in the "Cost" column.

Note—In our opinion, one of the principal causes for failure to make money in the printing business is because so few have realized that it costs money to handle stock, and to attend to a hundred other trifles. Good old Ben truly said: "Many mickles make a muckle, or one hundred cents make a dollar." In talking with a prominent wholesale paper dealer, recently, he stated that it cost him nearly fifty per cent. to handle broken ream lots, and that he is charging only twenty-five per cent. and the rest comes out of the profits. He said it was unfair to the paper house to only charge twenty-five per cent on twenty-five sheets, as it took nearly the same time and cost nearly as much as to count out a larger quantity, and he contended that it would be much better to make a time charge, but that it was practically impossible to do this, so he must continue to charge on a percentage basis, though he believed it wrong. Some who use a Cost System charge a percentage on the cost of stock for handling, and by so doing they charge more for handling expensive paper than the cheaper. Is this right? Would it not be as correct to charge for typesetting on a percentage of the cost of Stock?

It has, however, become a custom of the trade to charge ten per cent. on the cost of the stock for handling in the plant, and when the plant is located some distance from the paper house, another ten per cent. for freight and drayage into the plant. The principle is wholly wrong as it penalizes the user of the better grades of stock. The charge should properly be for the units of time used in handling the stock while the freight and drayage cost should be added to the cost of stock in the shipment on the basis of weight.

The percentage basis in a cost system at any point is absolutely wrong. The printer is selling labor, or its product on the basis of the time used, therefore it is that all labor going into the product should be sold at a rate that will be profitable. Any percentage based on the cost of the paper, any percentage used for ascertaining costs for a correct price for the products of labor, is radically wrong. Customs and habits are hard to change and the user of a cost system must decide for himself whether he will handle this matter in the correct way or follow the custom of the trade.

This may seem like a long argument, but at this point it is really necessary, as the very first thing done on a job, or which should be done, is the stock work, as that is where the labor commences.

Do not forget the cost of the Ink on the job. This is printed large on the Job Record so that it will not be forgotten. This cost should be at least ten cents, even for the smallest run of cards, for the wastage in washup and drying in the containers must be cared for in this charge. On longer runs charge fifteen cents for the first thousand and ten or twelve cents for additional thousands. This will probably care for the ink wasted in wash-up and also for what will dry and harden in the cans.

Ruling is the next item. Enter here the cost which must also include transportation and handling cost of special ruled stock that may be required for the job.

Where electrotypes or engravings are required for the job, enter their cost opposite those items in the summary. Following these are two blanks for extras. Enter here the cost of any other extras for the job such as cords and pencils for dance programs, telegrams or telephone tolls if used to get specific instructions or order special stock, postage when job is mailed to customer, etc.

If all the work up to this point has been carefully kept track of and properly recorded you have stopped all those little leaks which may have nearly swamped your business boat in the past and your plant should now show you a profit. Of course, it requires some exercise of the backbone to stop these leaks and some nerve to add a fair profit to the job cost as shown on this summary. These should be cultivated and developed.

One advantage of the Job Record in the front office is often lost sight of; it is a daily record of the progress of the job itself in the factory. This is particularly true of a job of more or less size and importance. A reference to the Job Record shows its exact location in the plant and the amount of time so far spent on it. An irate customer calls up the head of the firm regarding the non-delivery of a certain job. Personally— the head of the firm may know nothing of the job, may not have seen it, and perhaps knows little of its actual progress in the plant. While talking on the 'phone he gets the Job Record and thus instantly gets a thorough grip of the situation and knows how far along toward completion the job has progressed; he can then talk intelligently about the matter.

You now have all the items of cost, and by adding these up you get the cost of the job, and it is only necessary to add your profit, and there is your selling price. Seems easy, doesn't it? But how do we know what price to charge per hour? This is the question you now ask, and it must be answered, not by what it costs others, but by what it costs you in your own shop.

Now comes the capstone of your building, or the roof, to cover it all, and then, finally, the finishing, the doors and the windows that let the light into your business and complete the whole structure.

(To be continued)

Northcliffe is Generous

Lord Northcliffe, speaking at a luncheon of directors, editors and higher employees of the Daily Mail, Evening News and associated newspapers, gave his audience some interesting views on the conduct of newspapers. The occasion was the retirement of Walter John Evans, for many years editor-in-chief of the Evening News.

After Lord Northcliffe had presented him with a gold watch as a personal gift, it was announced that the Evening News Company was giving him £10,000 down and a pension of £2,500 for ten years and £1,000 thereafter.

Commenting on Mr. Evans' good work, Lord Northcliffe described the evening paper as "that horrible machine which gives opportunities six times a day for making blunders, for being late and for getting left."

An Effective Advertising Piece

To illustrate the exceedingly broad capacity of their engraving department, Stovel Co. Limited, Winnipeg, recently circulated a very striking and effective broadside. The letter press is printed in black on a French grey, and cuts showing the various screens used for copper halftones, as well as color plates, are most attractively printed and tipped on to the main sheet. The whole piece of advertising is particularly good.

TYPOTHETAE ACTIVITIES

To Ask for Discount on Engraving and Electrotypes

An important meeting of U. T. A. District 16 was held in the City Hall, Quebec City, Friday, May 19, at which Henry Upton, father of the Long Price List in Canada, stated that negotiations were about to start to secure a discount for printers on engraving and electrotypes. It was also decided to continue to put forth efforts to secure a marking Act for printing and lithographing.

The following delegates were present: From Montreal, Messrs. T. V. Bell, F. E. Fontaine, G. E. D. Corneil, J. E. Roy, W. W. Southam, Henry Upton, T. A. Tod; from Toronto, Messrs. A. L. Lewis, Henderson, W. A. Sutherland; from Quebec, Messrs. H. Gagnon, E. G. Smith, T. J. Moore, L. A. Vachon, Paradis, Gagne, Dalbec, Lachance and Poitras; from Hamilton, Mr. Wright.

T. V. Bell, District Committeeman for District No. 16, opened the meeting and called upon Henri Gagnon, President of the Quebec Typothetae, to take the chair.

Mr. Gagnon welcomed the delegation as follows:

"As president of the Quebec City Branch of the United Typothetae of America, I am particularly pleased to welcome you all in our midst.

"I will not discourse at length on the inception and development of the Typothetae in Quebec, for I appreciate the fact that long before we were members, many among you knew the multiple advantages to be derived from such an organization, whose aim is to help to lower the cost of production as well as to get fair prices for goods.

"We are indeed flattered that you have looked with favor on our good City of Quebec and when our work has been accomplished, we will do our utmost to make you acquainted with Canada's wonder city, brimful as it is with historical reminiscences.

"I am hopeful that your presence here as well as the work we shall undertake will not only give the Quebec Typothetae a new lease of life, but will also serve to strengthen the basic principles of this organization, which have had for effect the total elimination of guess work in the printing business and the placing of it on a scientific basis."

Mr. Gagnon cordially invited the delegation to be the guests of the Quebec Typothetae at dinner at the Chateau Frontenac.

Henry Upton, Chairman of the Trades Matters Committee of the Graphic Arts Section of the C.M.A., Montreal, gave a detailed report on the Long Price List which had been granted by the Paper Jobbers of Montreal and Toronto and also stated his committee were about to negotiate with the Photo Engravers and Electrotypers for discounts to printers.

Mr. Upton's remarks were explained to the meeting in French by Mr. Fontaine, President of the Graphic Arts Section of Montreal.

A. L. Lewis, of Toronto, gave a report on the work done regarding the Marking Act and gave an account of the visit of a delegation to Ottawa recently to interview the Hon. Jacques Bureau on the Marking Act.

It was unanimously decided that this district continue its efforts to secure the application of the Marking Act as far as printing and lithographing is concerned, and the following committee was unanimously elected to continue this work, namely: Messrs. A. L. Lewis, Q. B. Henderson and F. A. Rolph, of Toronto; Messrs. Henry Upton and W. S. Campbell, of Montreal; Messrs. Henri Gagnon and E. G. Smith, of Quebec; Messrs. Alec. Mortimer and E. D. Lowe, of Ottawa, asd Messrs. Weigel and Wright, of Hamilton, with power to add to their number.

W. W. Southam of Montreal stated that the Standard Uniform Cost Finding System was a great success, particularly in Montreal and Toronto, which cities got out a composite statement of average costs each month, and it was decided that the items of stock handling and selling should both be included in the average costs.

T. V. Bell addressed the meeting on the activities of the United Typothetae of America, and thanked the Quebec Local Typothetae for their generous hospitality, which was supplemented by Mr. Gain E. D. Corneil.

E. G. Smith, of Quebec, thanked the delegation also for holding their meeting in Quebec and it was decided that the next quarterly meeting would be held in Montreal, the date to be decided by District Committeeman Bell.

Incorporate Vancouver Typothetae

Vancouver Typothetae held an election of officers and executive committee for the ensuing term at its regular meeting in the Hotel Grosvenor, on Wednesday evening, May 31.

An echo of the visit to Vancouver of Col. Edward T. Miller, U.T.A. Secretary, was contained in a letter from him which was read at the meeting, and which was appreciative of this local's hospitality in tendering him a complimentary banquet on the occasion of his recent visit. There was a large attendance of the craft, and after an excellent dinner and solos and a duet by Mrs. J. B. Cowan and Harry Grant, accompanied on the piano by Mrs. J. B. Sanderson, Mrs. Miller and a party of ladies adjourned to the Capitol Theatre, at which stage of the proceedings Col. Miller began his address to the sterner sex. He spoke for upwards of two hours, covering in a brief but complete manner all questions now agitating the minds of employers. That his address was impressive was amply evidenced by the many appreciative remarks of his hearers.

The monthly meeting of the local Typothetae was characterized by quite a representative attendance, despite the summer solstice. This meeting also closed for the season the salesmanship classes which were instituted last November. With the approach of the vacation season the classes for apprentices were also brought to a close at this time.

A monthly contribution was voted to the funds of the B. C. Products Bureau. This is a branch of the Vancouver Board of Trade carrying on a campaign in an effort to develop British Columbia's industries, increase the population of workers, and build up home markets for the products of the province.

In the near future Vancouver Typothetae will have become an incorporated body, the secretary having been instructed to take the necessary steps to that end.

The recent amendment to the Sales Tax Act is a very live topic for discussion. This local is to co-operate to the fullest extent with the Canadian Typothetae Legislative Committee in an endeavor to bring order out of the sales-tax chaos.

The following officers and executive committee were elected for the fiscal year 1922-1923: President, J. B.

Cowan (re-elected); vice-president, Jas. C. Nicholson; executive committee, Messrs. R. A. Bindon, J. W. Boyd, Chas. F. Chapman, J. W. Gehrke, H. J. Graves, L. Shilvock, and J. G. Todhunter.

The year's objective for the new slate of officers is more publicity, closer attention to the details of estimating, the stabilizing of printing prices, and U. T. A. guide propaganda.

"Better Printing" Campaign

"At Nine O'clock," is the title of an artistic piece of printing issued by Croft & Wright, 81 Peter street, Toronto in the series of direct-by-mail samples being sent out by the Toronto Typothetae and the Canadian Pulp and Paper Association in the "Better Printing" campaign. It is a self-mailing piece printed on one hundred pound coated stock and the cuts used are halftones made from photographs. The ink used gives the effect of two separate tones with one printing. The letter press carries a strong message and the folder is in every detail an effective and striking piece of work.

To Continue Existing Job Rates

O. R. Wallace, secretary, Western Ontario Typothetae was one of the chief speakers at a meeting in Drayton, Ont., of Wellington County newspaper men on May 6, when the cost of job printing especially press work and machine typesetting were under consideration. It was decided that existing job rates should continue, it being shown that on the whole there was no reduction in costs.

Growth of Toronto Typothetae

The Toronto Typothetae is rapidly growing in membership and now has twelve printing houses enrolled. A recent addition to the membership is the Livingston Press, 261 Adelaide street, west, Toronto. Among the present activities of the typothetae is the formation of a lithographers' section, steps toward which have already been taken. It is expected that the organization will be completed in a few days.

Credit Bureau Functions Well

W. L. McKay traveling secretary of the Typothetae Association, who has been in Montreal for some weeks, has left this city. Mr. McKay was in Montreal particularly for the purpose of organizing the credit and collection bureau. This is now properly organized and functioning well. Mr. McKay expressed himself well pleased with his visit to Montreal.

Estimating Class Ends Work

The standard guide estimating class, which has been in progress for some months under the auspices of the Toronto Typothetae, came to a close a few days ago. The class, which has been in charge of E. J. Call, has been well attended and eminently satisfactory results have accrued to the Toronto printing trade generally.

Covered by Group Insurance

The employes of Thomas V. Bell, Ltd., printers and manufacturing stationers, 119 Notre Dame street, W., Montreal, have been covered by group insurance. Each for $1,000 life insurance, increasing by $200 each year to a maximum of 300.

The insurance contract was made with the Metropolitan Life Insurance Company, through the agency of F. A. Buck, local manager, and R. Tremblay supervisor of the group insurance division of that firm.

Given Benefit of U.S. Copyright Act

President Harding has issued a proclamation extending to New Zealand the complete benefits of the so-called Copyright Act of 1919, under which privileges are accorded the citizens of such nations as adopt reciprocal laws. The proclamation was called forth by an Order-in-Council published by the Government of New Zealand, January 10, 1921, extending the protection of its copyright laws to United States citizens.

Sales Tax Rulings

The following rulings have been received from the Department of Customs and Excise, Ottawa, in response to enquiries regarding the new Sales Tax.

These rulings state clearly that the Sales Tax must now be charged by Job Printers. The information from Ottawa reads as follows:

All sales by job printers whose sales of printed matter exceed three thousand dollars per annum are taxable at the new rates.

Printed matter sold to licensed wholesaler for resale is taxed at two and one quarter per cent. Tax on sales by printer to retailers or consumers is four-and-one-half per cent.

Printed matter, lithographed matter, etc., are all taxable.

Printers whose sales of job printed matter do not exceed three thousand dollars per annum are not required to collect.

Newspapers and quarterly monthly and semi-monthly magazines and weekly literary papers, unbound, are exempt from Sales Tax.

Trade Composition matter involving no sale of metal or material is exemp.

The new ruling went into effect on May 23 and Sales Tax should be charged on all sales after that date.

John McParland Again Elected President of I. T. U.

With a majority of approximately 4,000 votes in his favor as a result of an unofficial count of the votes cast by 723 local unions out of 787 participating in the recent election held by the International Typographical Union, John McParland is practically assured of again being honored with the presidency of that organization. Mr. McParland headed the progressive ticket, and sought re-election. His opponent was Walter W. Barrett, of Chicago.

While the election of Mr. McParland, Charles P. Howard, progressive candidate for first vice-president, and J. W. Hays, administration candidate for secretary-treasurer, is acceded, there is still doubt in the matter of the race for second vice president. In the latter contest, William R. Trotter, Vancouver, is reported leading James J. Hoban, administration candidate, by 172 votes. The tabulating of 241 unattached votes will settle this contest.

A rule of the election is that all local unions must file their returns forty-eight hours after the polls close. Those received later are thrown out.

The official canvassing board is meeting at headquarters, Indianapolis, Ind., to count the ballots at the time of going to press. The unofficial returns give the following results:

Board of Auditors:—David W. Baird, New York, 25,893 Peter J. Corcoran, New York, 24,281.

Agent Union Printers' Home:—Joseph M. Johnson, Washington, D.C., 26,406; W. E. Bush, Topeka, Kas., 23,600.

Trustees Union Printers' Home:—Thomas McCaffery, Colorado Springs, 27,500; Seth R. Brown, Los Angeles, Cal., 23,875; Malcolm A. Knock, Boston, 22,666; William E. O'Leary, Boston, 22,478; E. S. Close, Denver, 22,354; Donald E. Vanice, Louisville, 21,341 and Anna C. Wilson, Washington, 11,896. Three are to be elected.

The leading candidates for the five places as delegates to the American Federation of Labor convention were: Frank Morrison, who is secretary of the federation; Max S. Hayes Cleveland; A. A. Couch, Des Moines; William Young, Philadelphia, and T. W. McCullough, Omaha. For delegate to the Canadian Trades and Labor Congress, George W. Howard of Winnipeg, led George Murray, of Toronto.

PROOFROOM PAGE

By JOHN DRIMMY

TWO QUERIES have reached me with regard to the "split" infinitive. In one case the writer asks me to explain what it is as he frankly confesses he does not know. The other asks why it is wrong, as it does not appear to him a very serious error to commit.

A split infinitive is a simple infinitive with *to*, having a modifying word or phrase between the verb and the *to*, as, *to greatly admire*. The objection to its use is that it is, as a rule, inelegant and in some cases even ugly. It is, however, as the second writer suggests, not a very serious crime to be guilty of. In fact so much has been said against it in the past that it is necessary to warn the novice that splitting infinitives does not necessarily indicate a bad writer, any more than the non-splitting of them is evidence of good writing. Here are a few instances:—

He was authorized *to* immediately *put* the work in hand.
He was authorized *to put* the work in hand immediately.

The woman's vote is not yet sufficiently organized *to* seriously *influence* the poll.
.....*to influence* seriously the poll.

He was asked *to* slightly *extend* the time limit.
He was asked *to extend* the time limit slightly.

They were anxious *to* once more *see* their native land.
.....*to see* once more their native land.

I leave my readers to judge for themselves to what extent the practice deserves condemnation.

Slang

Another correspondent asks whether slang words should be quoted. My reply to this is that a really good writer will not use slang. Occasionally he may find it desirable to use a word such, fo instance, as *camouflage*, which he considers expresses his meaning better than any other word he knows, and in that case he will quote it, if it is a word which has not yet become sufficiently well known to become a part of the language; but a good writer uses slang only in dialogue and even then as little as possible. Slang is used in print on the American continent far more than is necessary even in dialogue. A writer who deals in conversation is justified in using it in order to characterize his speakers, but the best writers make the least possible use of this resource. To use quotation marks with slang is an admission on the writer's part that he knows it is slang but he does not know how to express what he wants to say as well in ordinary language, and if he does not use them it might be assumed that he does not know the difference between slang and good English.

Slang is very closely allied to idiom, yet, in literature, slang is bad, and idiom good. Most slang perishes. Idiom is slang which has survived. The idiomatic writer uses what was once slang but is now idiom. If he uses slang at all it is because he feels that the particular phrase or word has some merit which will preserve it.

Here is an amusing description of an American novel written by the book reviewer of an English weekly paper, who satirises the slang of our Yankee friends as follows:—

"Of the subject it will be sufficient to say that it treats of the adventures of a young smart-Aleck from New York City who, having gotten bunged up some in an auto smash on Broadway, same time as the bulls were after him for running contraband, skipped out to a lonesome little burg in Indiana, where he started in putting across a lot of dope to the Hoosier simps about being a wounded doughboy, with a stack of medals. And he was getting away with it good, when one of these hayseeds suspicioned something, and flagged Pinkerton's guys to take a hand; as well as putting his best girl wise, so she tied a can to him and gave him a swift kick. Then he allowed it was time to beat it, but before he got started the brother of another kid who had fallen for him pulled the rough stuff on him, and he sure got it where the chicken got the axe. We trust that we have now made the general idea of the book as clear as our acquaintance with the language permits."

Capitalization

Query—What is the rule as regards capitalizing such words as *state, province, government*, etc?

Answer—*State* and *province* should only be capitalized when used with the name, as "State of New York," "Province of Ontario." In other cases they should be kept down, as "the largest in the province," "the returns from each state."

With regard to government, custom varies. Perhaps the best rule to follow is to keep it up when any particular government is referred to as, "the Government have brought in a bill," "the Canadian Government have appointed their representative," but "no government would consent to that," "good government is impossible."

In the case of *city, country, building, river*, etc. follow the same rule as with *province* and capitalize only when used with the name. e.g., "The Woolworth Building," "the River St. Lawrence."

Query—Which is correct in the following sentence *he* or *him*?
I saw the driver, he (or him?) to whom the accident was due.

In the case of a pronoun being joined to a noun, and in the same relation to the rest of the sentence as the noun, the pronoun should take the same case as the noun. In this instance *driver* is the object of *saw* and consequently is in the objective case; the pronoun is therefore *him* and not *he*.

Query—Which is correct, *Ukranian* or *Ukrainian?*

Answer—The actual name of the country is the Ukraine. *Ukrainian* is therefore correct.

Trite

A correspondent this month uses the word trite in quite a wrong sense. He speaks of a trite remark and is evidently under the impression that the meaning is *apt, snappy*, or *witty*. The real meaning of the word is *commonplace, hackneyed, stale*.

It is strange how some words come to have a meaning attached to them quite at variance with their real meaning. Possibly, in this case, the sound of the word has something to do with it.

There is another word which is frequently used with an incorrect meaning and that is *scan*. Ask five persons what is meant by scanning a page and four of the five will tell you it means *to glance over* whereas it really means, *to examine with care, to look closely into, to scrutinize*.

Quotations or phrases are frequently misunderstood or misapplied. *Cui bono* is a notorious trap for inexperienced writers and sometimes for the experienced as well. It does not mean "To what good (end)?" or "What is the good of it?" but "Who benefited?"

The phrase "more honoured in the breach than in the observance" is another which is seldom understood. It means, not that the rule is generally broken, but that it is better broken.

Query—What is the meaning of the phrase, *ex libris?*

Answer—This means literally *from the books*, it is usually followed by the name of a person thus; ex libris John Smith and means that the book in which it appears belongs to the library of John Smith.

Query—Is a proofreader justified in changing the word chiefest in copy to *chief?*

Answer—Undoubtedly he is, there is no such word as *chiefest, chief* is already a superlative.

A similar word to this is *unique*. A thing is unique or it is not unique, there are no degrees of uniqueness. A thing cannot be *rather unique* or *very unique*.

CROSS-CANADA NEWS

Ontario

According to the current number of the Ontario Gazette, the Petrolia Printing and Publishing Company, Limited, of Petrolia, Ont., has surrendered its charter and the corporation has been dissolved.

Merrill R. Mitchell, a former Windsor boy, has been engaged by the Times-Union newspaper, of Rochester, N.Y., to take charge of a large broadcasting wireless apparatus which is being installed in its office.

Miss Rica McBean, of Toronto, left for St. Paul, Minn., to become club editor of the St. Paul Dispatch and Pioneer Press, on the staff of which another clever Toronto woman journalist, Mrs. Donnelly (Clare Shipman) has an editorial position.

The Ontario County Times, Inc., has been chartered to do a general printing and publishing business at Canandaigua, N.Y. The company has been capitalized for $18,000 and the directors are: Charles F. and Josephine Milliken and Thomas C. Bradley all of Canandaigua.

C. M. Passmore, editor of the Trader, published by H. Gagnier, Limited, Toronto, has severed his connection with this company to become editor of the Stratford Beacon. Mr. Passmore was formerly city editor of the Toronto News, and news editor of the Regina Leader.

The Canadian Champion, Halton County's oldest newspaper, published by William Panton, at Milton, has entered upon its sixty-third year of publication. Editor Panton is one of the veteran newspaper men of the province and is a well-known baseball fan and a lover of all kinds of sports.

About 40 members of the management and staff of The Farmers' Sun attended a dinner in the King Edward Hotel, Toronto, to honor Mr. J. C. Ross, Managing Editor of the Farmers' Sun, who is leaving the employ of that journal to accept a responsible position on the staff of The Toronto Daily Star.

The Industrial Banner, the official organ of the Trades and Labor Council, Toronto, has gone the way of all flesh. The financial difficulties of "Jimmy" Simpson's paper were brought to a head when the Methodist Book and Publishing House put the bailiffs in and locked up the premises at 32 Temperance Street.

Capitalized at $125,000 the Hamilton Typesetting Company, Limited, has been granted an Ontario charter to carry on a general typesetting, printing and publishing business. The company will also take over the Hamilton Typesetting Company now carrying on business in this city. Gordon L. Nelson, Francis M. McKerlie and F. F. Treleaven are the provisional directors.

The Toronto Telegram has taken out a permit to add two stories to Telegram building on the corner of Bay and Melinda streets. The Telegram maintains a publishing plant on Dupont street for the purpose of serving the north end of the city. When the new addition is added to the down-town premises the Telegram will possess the largest newspaper property in Toronto.

The Port Hope Printing Company, Limited, has been organized and granted a charter under the Ontario Companies Act, with power to engage in a general printing and publishing business with a capital of $40,000 and headquarters at Port Hope, Ont. The provisional directors are: A. T. Bowlby, D. P. MacDougall, S. H. Moore, I. G. Canning and R. P. V. Hewgill, all of Toronto.

John R. Bone, managing editor of the Toronto Daily Star, who underwent a major abdominal operation at the Wellesley Hospital, Toronto, is recovering rapidly. So many telegrams of inquiry and expressions of sympathy have reached Mr. and Mrs. Bone from all parts of Canada and the United States, that the announcement of Mr. Bone's recovery will be good news to his many friends.

The first issue of a new monthly, to be known as The Civic Gazette, has appeared in Toronto. It has been "instituted to provide the citizens with sound, interesting and non-partisan information concerning Toronto civic affairs." Major Eric Harris, Manager of the Downtown Association, is the Editor, and the Board of Management is drawn chiefly from the same body of public-spirited citizens.

On resigning from the management of The Toronto Star Newspaper Service, which position he has filled for over four years, Mr. Andrew Miller was presented by the editorial staff of The Star, with a beautiful armchair as a mark of their appreciation. Mr. Miller has been appointed Canadian Manager of The New York Tribune Syndicate and has just entered upon his new duties, with offices in the Mail Building.

A week or so ago W. R. Davies arose in his sanctum in the Renfrew Mercury to tell the world that he had been in that section of the country for four years, that he had paid 100 cents on the dollar, and had a few bones left over. W. R. Davies turns out a real newspaper, with an editorial page that talks, and a news service that plays fair with his community. The Renfrew Mercury is a real asset to that town and district.

On May 8 the Owen Sound Sun-Times appeared as an afternoon daily. For a number of years the paper has been published as a tri-weekly and as such won for itself a foremost place in Canadian journalism. The ambitions of the management however, could not be restrained and while they have been giving the constituency of Sun-Times a most admirable service they believed there was a field for greater effort, hence the present change to a daily paper.

Mr. Stewart Lyon, Magazine Editor of The Globe, has been appointed a Director of the paper. In welcoming the new member of the Directorate, the President, Mr. W. G. Jaffray, on behalf of himself and the board, expressed the deep sense of appreciation with which they regarded Mr. Lyon's efficiency and loyalty, which had extended over a long and faithful service of more than 33 years on the staff of The Globe, latterly as Editor-in-chief of the paper.

"Being a real estate agent beats printing to pieces," says Editor Hunter of Kincardine. "A short time ago James B. Rae, a Toronto man, bought property for $175,000. That's all right, but it was unfair of him to unload that property on Hon. F. C. Biggs, minister of public works in the Ontario Government, for the sum of $205,000. True it was only a profit of $30,000, and he maybe deserved it. What we object to is that he should take the minister of highways in and trim him."

Charles A. Matthews, chief of the House of Commons reporters, who is retiring from the Government service because of ill-health, was the principal guest at a luncheon of the Parliamentary reporters held in the Parliamentary restaurant. A. C. Campbell, editor of debates of the House of Commons, presided, and all branches of the Parliamentary corps of reporters, the amanuensis and translation staffs and the press gallery, of which Mr. Matthews is a former member, were represented.

Plans which have been under way at North Bay for some time have culminated in the transfer of the Daily Nugget newspaper and job printing plant to a new company, the Browning Press, Limited, with an authorized capital of $100,000. The new company succeeds the Cobalt Daily Nugget, Limited. H. S. Browning, who has been connected with the Nugget since 1908, is at the head of the new firm, as he was of the old. Improvement and enlargement of the paper is planned by the present proprietors.

"We got an advertisement the other day wanting our readers, men, women, girls, bachelors, widows, etc., to

join a correspondence school to kill lonesomeness," says the Palmerston Spectator. "Also we received another advertisement called 'Free Hootch.' We need the money, but not bad enough to carry these kind of advertisements. We would hate to see any of our decent readers even tempted into correspondence with one of these joints which will provide the names of 'eligible' men and women, with a view to matrimony. We believe in the good old way. Pick out a girl whom you can respect and know is good and then go to it, and court her properly and marry her. As to 'Hootch.' There's enough of it being scattered around here on the sneak without this paper trying to wise people up as to how to get a recipe to make it. Somebody will drop in here with a decent advt. to make up for what we have turned down. We have always found it that way. We try to keep our advertising columns just as clean as our news columns, and therefore we can look our readers in the face and feel we have done right."

Quebec

The Montreal Star announces it will print no more news about professional boxing matches held in Montreal until a regular commission is appointed to regulate the game. The Star says "burlesque" nights have been held and states the public has been fleeced by promoters of them.

Charles Holmes, popular Longue Point printer, formerly of the Prix Courant Printing Company, was elected second vice-president of Montreal Publicity Association last week at the annual meeting. C. C. Ronalds, of the Ronalds Press, was elected to the board of directors.

Justice Malouin has granted a motion for details filed by the Gazette Printing Co., of Montreal, in the case of Page *et al.* now before the courts and in which damages for $1,000 are claimed by the two brothers Page, for the publication of a news item referring to the Stillman case in which a libel is alleged.

A generous offering has been made by the firm of G. Seifert & Sons, jewellers, of Fabrique street, Quebec City, when they donated a beautiful silver trophy which stands fifteen inches high, for the news writers of Quebec. This trophy will be competed for at billiards by the editors, reporters and other newswriters of the five newspapers of this city, Le Soleil, L'Evenement, L'Action Catholique, Chronicle and Telegraph.

A political polemic that has been carried on with feeling in the columns of rival newspapers in St. Hyacinthe culminated in an action for libel heard in the Superior Court at Montreal and dismissed in a judgment by Mr. Justice Mercier. L'Imprimerie Yamaska, publishers of the Clarion newspaper at St. Hyacinthe, sued La Compagnie d'Imprimerie and Comptabilities de St. Hyacinthe for $350 damages for having published in the defendants' newspaper, Le Courier de St. Hyacinthe, a report stating that the Clarion had a circulation of only 350 copies per week. The Court concluded that the evidence would not justify plaintiffs' contention that the words were written with malicious intent, and the action was dismissed with costs.

We record the advertised sale of "Le St. Laurent" the Riviere du Loup (Temiscouata) weekly. This game little fighter has won its way through public favor for over 25 years of good services, undergoing many changes in its management. But for ten years, it has thrived, under the care of quite the same editorial staff. It has cost many sacrifices, exacted time and labor and constant watch from those who wanted the paper to be successful. For weighty reasons the present owners must part from it and they have put it on the market. Besides the journal, there is a very good printing shop with all its material and competent hands. All this is a lucky occasion for anyone who would care to continue such a well established business.

At Three Rivers on June 7th the barge C. C. Donohuge loaded 200 tons of newsprint paper and a second barge loaded a similar quantity the next day, to be shipped by the all-water route to New York. Some two years ago water shipments of newsprint were made to New York owing to the freight congestion existing at that time. The reason for the resumption of the barge trade on newsprint at this time is the high freight rates. It is stated that European pulp and papers are landing at New York at freight rates of from $3.00 to $4.50 per gross ton, whereas the rail rate from the Canadian mills averages $8.50 per gross ton. To offset this great difference in freight many Canadian industries are endeavoring to ship by water and trust that they will be able to meet this foreign competition.

On a recent occasion, the Hon. L. A. David, Provincial Secretary for Quebec, deplored the small encouragement given to Canadian writers and authors. The reason seems to be that the printing and publishing of books are expensive, in our country, even if our native volumes are not as fine and pleasing to the critical eyes as the imported ones. When it comes to choosing books for school prizes, the Canadian authors have no chance because their books do not appeal to the children as much as the other ones, be they English or French import. They catch the eye by their bright style of dress and attractive appearance; whatever are the contents, it amounts to nothing, as long as they look better. This is why native works, truly interesting and worthy of praise, are left aside for the benefit of strange editors who can publish and sell worse reading under pleasing covers. This state of things is rather discouraging for prospective authors. It surely puts a spoke in the wheel of success of our literature. The Hon. David added: "If the demand were more considerable our editors would find a way of putting on the market books that could boast perfection without being more high-priced than those from abroad." We are glad to state that steps have already been taken by an editing firm, "L'Action Francaise," towards the bettering of our books' attractiveness. This firm sells lovely little volumes, all by Canadian authors, and whose beauty is alluring. Elegant binding, pretty covers artistically designed, nice lettering, they combine all that makes a tempting book, and the whole is moderately priced. Let us congratulate the firm for this initiative and its timely help to talented but otherwise poor Canadian writers.

Western Canada

A. A. Fraser, for twelve years the publisher of the Tribune at Allan, Sask., is now conducting a job printing plant at 823 Broadway, Saskatoon.

The Camrose Canadian is featuring an auto and tractor page for the summer. They have been carrying extra advertising along with write-ups of local auto trade.

The Alberta Division C.W.N.A. are making arrangements to hold a School of Journalism during the summer. It is hoped to hold the short course at the University of Alberta in Edmonton.

The Chauvin Chronicle, a five-column weekly of eight pages, all home print, makes "Each Page a Local Page," by carrying local items on every page. They also feature "The Third Page," which is made up like the front page with headed news articles.

There is a growing demand among small towns in Alberta for newspapers and several Boards of Trade are on the outlook for publishers to start a business and grow up with them. Some of the new towns in the north are most insistent in their search.

The Franklin Club of Edmonton (formerly the Caxton Club), has a dozen members, and usually a full attendance at each Monday evening meeting. They have convenient club rooms in the Imperial Bank Chambers. W. Foster is secretary this year.

Hugh Peat has been appointed business manager of The Kamloops Standard-Sentinel, succeeding M. D. Billings, resigned. This appointment brings two old associates together again, as the editor, J. J. Kerr, held that position in The Daily News, Moose Jaw, now defunct, when Mr. Peat was manager there.

The Grand Prairie Herald has installed a radio receiving set with a concert magnavox in the public hall on the second floor of the building. They pick up for the townspeople concerts and news bulletins broadcasted from Edmonton. They also are conducting a radio column as there are many ardent amateurs in that northern town.

Several books devoted to the problems of the country publisher are included in the section on Journalism of the Extension Library, University of Alberta. They may be borrowed through the mails by any resident of the province and inspection of the records shows that Alberta editors have made good use of their opportunities.

(Continued on page 56)

The Men who get Ahead Fastest are Those who Look Ahead Farthest

This applies to the Printer more particularly perhaps than any other business man. The wear of his type is one of his greatest worries. When he buys type that is soft, he pays just as much for it as he would for hard type; he also has need to buy soft type more often—thus by buying Stephenson, Blake & Co.'s Hard Metal Type he is looking ahead and reaping the benefit of his foresight—increased profits, and a more satisfied host of customers.

Prominent among the list of up-to-date faces are:

SAINT GEORGE FAMILY	ENGRAVERS' ROMAN
WINCHESTER FAMILY	SPARTAN FAMILY
OLD STYLE NO. 5 FAMILY	IMPERIAL SCRIPT
CHIPPENDALE FAMILY	SOCIETY SCRIPT

We don't give you an up-to-date face with soft metal nor an out-of-date face with tough metal. **What we do give you** is the up-to-date face with the toughest metal. All our type is made strictly to the standard lining and point system, and is acknowledged by printers to be the Best Type. Send that next order to us, which will be filled promptly.

STEPHENSON, BLAKE & CO., LTD.

WM. HAMILTON, Manager for Canada

130 WEST WELLINGTON STREET, TORONTO

TYPE—RULE

Leads, Slugs, Spaces and Quads

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Read What Users Have to Say:

"I have before me some of your type (Caslon), also some foundry type. This type has just finished a run of 25,000 on very rough cartons. Your type has weathered the stormy run and came through in better shape than the foundry type." Such is the statement, in part, of an enthusiastic user of our products at London, Ont.

Another user of our products says in part: "Having used some of your type for a little over a year, we have found it satisfactory in every way, and would like to add a few fonts to the series we already have."

Our Type, Rule, Leads, Slugs, Spaces and Quads are **accurate** and **durable** (not Monotype) and are guaranteed to give lasting service. **Let us know your requirements.**

Quick Service!

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Brass Rule Made to Order

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TYPE and SUPPLIES

92 McGILL STREET, MONTREAL

PHONE MAIN 1892

Thoroughly Rebuilt Cylinder and Platen Presses, Paper Cutters and Machinery of all kinds for Printers, Bookbinders, Box Makers, etc. Write and state your requirements.

In answering advertisements, kindly mention "The Canadian Printer and Publisher"—that's your introduction.

The Maritimes

Miller and Richard are opening a "Show-Me Show" in Montreal, featuring Miller Saw Trimmers and Feeders.

Senator Black, owner of the St. John Standard, has announced the sale of his paper. The name of the purchaser has not yet been given out.

The Yarmouth Herald has just installed a Duplex Angle Bar, web press, which was sold by the Toronto Type Foundry and erected by Harry Knipe.

W. A. Letson, publisher of the Mannville Empire, Mannville, Alta., has purchased the Lunenburg News. Mr. Letson is negotiating the disposal of his newspaper interests in the west, after which he will devote his energies to his latest acquisition at Lunenburg. Mr. Letson was a visitor at the office of Printer and Publisher on his way to the C. W. N. A. at Ottawa.

Toronto Vote Favors McParland

Results of the voting for officials of the International Typographical Union which took place among members of Toronto Local 91 have been announced by Secretary George Murray.

The results of the election for international officers are:

President—John McParland, 587; Walter W. Barrett, 394.

Vice-President—Charles P. Howard, 488; D. I. Campbell, 467.

Second Vice-President—William R. Trotter, 496; James J. Hoban, 459.

Secretary-Treasurer—John W. Hayes, 575; William E. Towne, 395.

Publishers Met at Port Hope

The annual meeting of the Midland Counties Press Association, held in Port Hope, Friday, was largely attended and one of the best meetings in the Association's history. Members were present from Oshawa, Peterboro, Midland, Beaverton, Brighton, Hastings, Lindsay and many other places.

Two important subjects dealt with by speakers and discussed at length were newspaper advertising and job printing. Mr. R. M. Glover, of the Peterboro Examiner, gave a fine address in the forenoon on newspaper advertising which was followed by a discussion. In the afternoon Mr. C. M. Mundy of the Ontario Reformer, Oshawa, gave a lengthy and instructive address on job printing and its various aspects.

Officers for the year were elected as follows:—President, Geo. W. James, Bowmanville Statesman; Vice-President, O. M. Alger, Oshawa Telegram; Secretary, Clarence T. Lapp, Brighton Ensign.; Treasurer, C. P. Doughty, Hastings Star; Executive, D. C. Dawe, Peterboro; B. C. Colpus, Oshawa; Geo A. Wilson, Lindsay; Leslie Wilson, Cobourg.

Newspaper Men at Drayton

Twenty newspaper men of Wellington and surrounding counties met in Drayton for a round table conference. President J. C. Templin of Fergus presided during a very profitable and interesting programme. Mr. Wallace, proprietor of a large plant in Guelph, gave some illuminating information on the cost of production in his plant, the necessity of understanding this part of the business: and also referred to the better and more friendly feeling of members of the craft during the past few years. With wages still high, help scarce and practically no material reduction in paper costs, it is found that war conditions still exist in the printing business. Only three of the newspapers represented at this meeting were running at the $1.50 rate. All the others had the $2.00 rate, and each man reported this acceptable to the readers. The meeting went on record as favourable to making this rate uniform in Canada. All the old officers were re-elected and it was unanimously agreed to hold their fall conference in Orangeville, when a large attendance of newspaper men from the east might be expected.

Essex and Kent Press Associations United

At a meeting of the St. Clair district press association, held in the chamber of commerce at Sarnia, June 2, the members decided in view of the small number of newspapers in the county, to amalgamate the association with the Essex and Kent printers and publishers association, on the invitation of J. M. Denholme, president of the latter body.

The augmented organization will be known as the Essex, Kent, Lambton and Elgin printers and publishers association. Matters appertaining to the printing business were discussed at length and a brief address was given by J. M. Denholme, of the News-Tribune, Blenheim, president of the Essex and Kent printers and publishers association.

Regret was expressed at the absence of H. J. Pettypiece, of Forest, who is confined to his home through illness.

A. W. Ellis, of Petrolia, president of the association, occupied the chair and W. A. Dunlop of Forest, was secretary. The next meeting of the association will probably be held in October, at a point to be decided upon later.

Members in attendance yesterday were: A. W. Ellis, Petrolia; W. A. Dunlop, Forest, J. M. Denholme, Blenheim; A. W. Marsh, Amherstburg; Ross B. McGuire, Thamesville; W. G. Aylesworth, Watford, J. W. Whitcombe and A. D. McKenzie, Sarnia.

Don Valley Paper Mills Burned

A fire of unknown origin occurred at the Mills of the Don Valley Paper Company, Don Mills Road, Toronto, May 31. All the raw stock at the mill was burned, also part of the mechanical equipment. The work of repairing the damage is proceeding rapidly and the mills are expected to be in full running order by the end of June.

Founder of Hamilton Herald Dead

J. M. Harris, founder of The Hamilton Herald, and president of The Herald Printing Company, died May 5 in his sixty-fourth year from a stroke of paralysis.

The late Mr. Harris was the son of the late John W. Harris, editor and manager of The Hamilton Times, and while still a young man himself became manager of The Times. He left The Times to found The Herald, the first issue of which was published on August 1, 1889. With him were associated his brothers, R. B. Harris, who is secretary-treasurer of The Herald Printing-Company and Edward Harris. Mr. Harris was also president of the Canadian Knitting Company.

While he was actively interested in sports of all kinds, having been a sprinter of note when a young man, he was widely known with his brother as being the originators of the "around the-bay road race." This was started in 1894, and, with the exception of some of the war years, has been run annually. It was the means of introducing long-distance running on this continent, and produced runners, including Billy Sherring, who won the world's championship at the Olympic games in Greece in 1906 and who attained world-wide fame.

The late Mr. Harris was a member of Christ Church Cathedral and the Barton Lodge, A.F. & A.M.

Mr. Harris was unmarried. He leaves to survive him the following brothers and sisters: R. B. and Edward Harris, Miss Mary Harris, Mrs. Brent, Mrs. Charles E. Cameron and Mrs. E. W. K. Bailey.

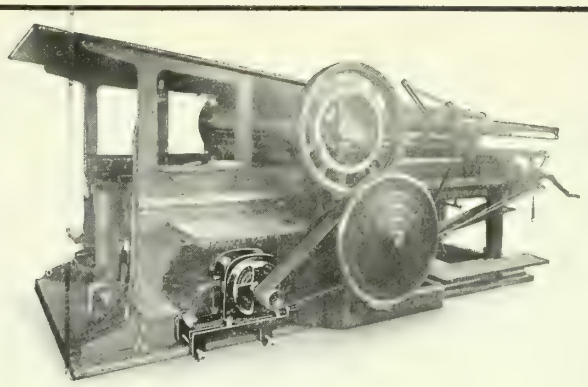
How Americans Capture our Business

Russell T. Kelley who was the chief speaker at the banquet given by the Toronto Advertising Club recently, said that if a campaign for a greater sale of made-in-Canada goods was to be a success, manufacturers would have to advertise more in Canadian publications.

Mr. Kelley stated that in scanning the advertising pages of some Canadian publications recently he had figured that 60 per cent. of the advertising had been placed by American firms. The result was that Americans were getting away with the Canadian business.

B
IN
Boston

August 28—September 2



The Motor under Your Press

KIMBLE MOTORS

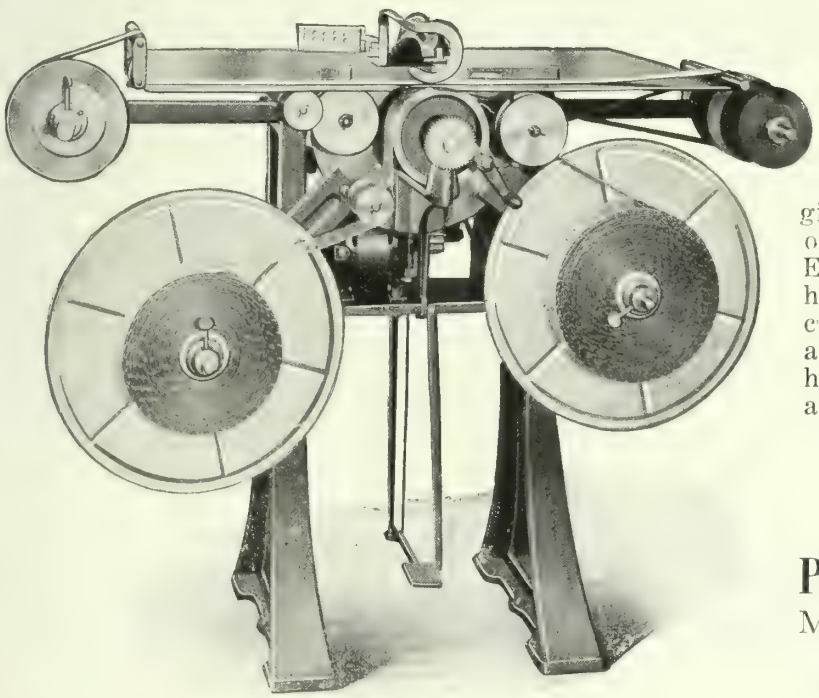
requires as much care and wisdom in its selection as the press itself. The press is worthless without it. Consult with our nearest representative.

KIMBLE ELECTRIC COMPANY
CHICAGO, U.S.A.

GREAT WEST ELEC. CO., LTD., 57 Albert St., Winnipeg, Man., for all points west of Port Arthur and Fort William.

MASCO CO., LTD., 76 Richmond St. E., Toronto, for all points east of Port Arthur and Fort William

Pollard-Alling Style H. Motor Driven Addresser



Style H—motor-driven Addresser prints addresses for mailer strip on paper in rolls, office proof for reference, newspapers and publications directly on margin, cut wrappers, envelopes or anything to be addressed. Equipped with one-sixth horsepower motor and counter. Capacity 10,000 addresses on mailer strip per hour; 3,000 addresses on anything hand fed.

It will pay you to get our literature.

POLLARD-ALLING
MANUFACTURING CO.

220-230 West 19th Street
New York, N. Y.

Trade News

Chicago Visitor to Toronto

P. G. Nuernberger, representing the Metals Refining Co., of Chicago, spent the first week of the month in Toronto, visiting the trade throughout the city. On the evening of May 31 he was a guest at the meeting of the Toronto Club of Printing House Craftsmen.

A New Gauge Pin

A new feed gauge for job presses has been invented by H. H. Strait, Overland, Mo. Samples sent to the office of this paper show the pin to be a distinct improvement in the design and efficiency of devices of this kind. It is quite similar to the ordinary gauge pin but has the advantage of a superior gripping arrangement. It is named "Strait's Perfection Gauge Pin."

A Better Stereotyping Machine

An improved Stereotyping machine has just been put on the market by C. E. Callender & Co., Chicago. It is especially adapted for casting flat plates of all kinds from mats. It is furnished with a gasoline system where gas is not available.

This system has the latest and most efficient type of burners. Hand adjusting screws which are connected with the rear platen may be quickly and easily adjusted for gauges of different thickness or for making mats. The melting pot is an integral part of the machine and so placed that simply tipping it forward allows the metal to pour into the casting box. Ease of operation is here apparent as no casting is required. The pot holds enough metal for many casts.

The Versatile Monotype

The March-April issue of "Monotype," the house publication of the Lanston Monotype Company of Philadelphia, illustrates in a remarkably attractive manner the versatility of the Monotype Machine, the entire issue being gotten up directly from monotype material.

The printing is by Mr. Wm. E. Rudge, chairman of the U. T. A. Committee on Better Printing. The typography is entirely the personal work of Mr. Bruce Rogers whose motif, it would seem, was the creation of a fine piece of printing built upon the plan that might have been used by a good printer fifty years ago, and of carrying it out in such a way that the completed work would be superior to anything of its kind. The type face used in the text is monotype, No. 36, similar to Scotch with long descenders (incidentally its first showing), all the curved rules and borders being Monotype cast and shaped by bending over a piece of heated pipe.

Six Years Old July 1

On July 1st the Toronto Envelope Company will celebrate its 6th anniversary. The company, under the guidance of its president, Ernest J. Grigg, has steadily grown. At the end of last July the initial location of the company on West Adelaide Street had to be relinquished for larger quarters to accommodate business expansion. The present address is 11 Brant Street, where the click of the envelope manufacturing machines imparts the atmosphere of a hive of industry. The Toronto Envelope Company's growth may be said to be greatly due to the appreciation of printers for the business practice carried on by this firm, which sells to the trade only.

"To the Trade Only" has been the guiding slogan from the start and Mr. Grigg vouches for the fact that there has never occurred a single violation of this principle of doing business. Mr. Grigg says his plant is the envelope department of the Canadian printer and is ready to meet all demands.

Survey of U.S. Business Conditions

"There is every reason to believe in the business conditions of the future, and no reason to fear the temperamental ebullitions that we see here and there. This is the consensus of opinion of the publishers I saw, and I agree with them."

This is the message Walter H. Savory brings, after a trip that took him into practically every portion of the country. It was a journey that occupied six months in time, and in extent covered all business centers, practically every metropolis, and scores of cities and towns representative of the various interests of the entire country, from north to south and from ocean to ocean.

Mr. Savory, who is the personal representative of the general manager of the Mergenthaler Linotype Company, has been observing conditions, and barometric business fluctuations with a good deal of natural interest.

"Only in spots," said Mr. Savory, "and very small spots, at that, did I observe any degree of pessimism. There have been some slumps but in almost every case these slumps are finished, and business is satisfactory. In many cases it is more than satisfactory. In some places advertising is rolling in in such volume that it has been necessary to curtail the percentage of reading matter far beyond the generally accepted standards. In one instance I counted 282 columns of advertising in a single issue of a famous evening paper—and it was just a regular, routine edition, no stunt, no celebration, nothing going on in that city to produce abnormal business that day. In another city, I found 129 columns in one issue."

Joins McConnell and Ferguson Agency

With a long and varied experience in journalism and many other phases of publicity and propaganda work, Mr. W. A. Willison has joined the Toronto office of McConnell and Ferguson, Limited.

Mr. Willison began his newspaper career on the News-Advertiser, Vancouver and was later on the Toronto News, being resident correspondent of that paper in London, Eng. He was for a time associated with the late Hon. W. J. Hanna, when that gentleman acted as Food Controller. Mr. Willison, in 1917, represented the Canadian Press as war correspondent in France and Belgium.

Since his return from France Mr. Willison has been in charge of the editorial department of the Canadian Reconstruction Association, in which he showed a strong grasp of economic and financial problems.

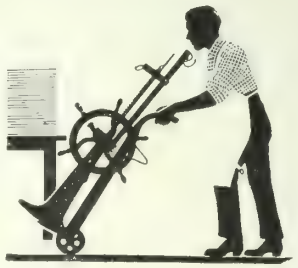
Rebuilt Machinery
Printing Lithograph
Bookbinding Box Makers

0002—14x22 Universal
0003—12½x18 Autopress with simplified feeder
88A—10x15 Westman & Baker Gordon, up-to-date
3024—Hickok Paging Machine
3002—Haddon Safety Platen
3007—⅞" Brehmer Stitcher
3047—New Gilding Press, 36", half price

We can fill your wants

The Quick Bundler

The latest design and best bundler made. It can be moved to the work, instead of the old way of carrying the work to the machine. It has a backward slant so that the work will not fall forward. Local users say they would not be without this bundler. Send for price and all information.



Printers' Machinery Co., Limited
451 King Street West, Toronto
Phone A. 3323—Night J. 2987

Manton Quality & Service



SUMMER ROLLERS

Order Your Supply *NOW!*

WINTER ROLLERS ARE NOT SUITED FOR HOT WEATHER. AVOID EXPENSIVE DELAYS CAUSED BY "MELTED" ROLLERS BY ORDERING YOUR SUPPLY OF SUMMER ROLLERS NOW.

Send your cores at once to

MANTON BROS.
TORONTO

Largest Printing Presses in World

R. Hoe & Co. have just completed and delivered to the Hearst Publications the two largest printing presses in the world. They are Twenty-Cylinder Multi-Color machines which will turn out the Hearst Color and Magazine sections in greater quantities and with greater variety of products than any machine that has hitherto been constructed. Each machine is composed of twenty separate printing sections, all built on the patented Hoe Universal-Unit principle of construction, twelve units being at the left of the folders, which are placed in the center, and eight at the right. Each section is a complete unit in itself, and is reversible and therefore capable of printing on either side of a web of paper at will, and all sections are standard and interchangeable. Each press has two folders with four formers and two deliveries and can turn out eight-page color sections combined with twenty-four-page magazine sections with various combinations of pages in colors, at the rate of 20,000 an hour, and of course a great variety of other products is possible. These presses illustrate the skill of modern press designers of the Hoe Company to construct not only wonderful machines of gigantic size but at the same time machines of remarkable speed, efficiency and versatility, and which enable the production of black, color and half-tone printing in an almost unlimited variety of combinations.

Each of these presses is about 55 feet long by 20 feet high and contains approximately 50,900 parts. One of these huge machines is used by the Hearst Publications for their papers in New York City and the other for their papers in Chicago.

A third Twelve-Cylinder Machine, somewhat smaller, but of the same general type has also been built and delivered recently to the Hearst publications, and five of the twenty cylinder machines are now in the course of construction for them.

R. Hoe & Co. are also building for the Hearst Publications ten big double Sextuple Presses for their regular black Newspaper printing.

New Typographic Manager

Mr. Sol. Hess has been appointed Typographic Manager for the Lanston Monotype Machine Company, Philadelphia and Toronto, to succeed Mr. Wm. C. Magee, who becomes Assistant Production Manager for Barton, Burstine & Osborne, Inc., New York.

Mr. Hess made for Bishop Ortynsky the beautiful Russian type known as Church Russian. This was adapted from the print of a very rare Russian Bible owned by the Bishop. Mr. Hess also has just completed the ancient Hebrew face based on the old Portuguese Hebrew. This was done in collaboration with Dr. Cyrus Adler of Dropsie College. Among some of the original faces designed by Mr. Hess are Hess Boldface, Roman and Italic, the Cochin Boldface, Roman and Italic, and the Goudy Boldface, Roman and Italic. Mr. Hess's latest typeface design is Hess old style and is one of the earliest models of Nicolas Jensen.

Mr. Hess, as Typographical Manager, will be in constant touch with Mr. Frederic W. Goudy, Art Director of the Monotype Company.

Well-known Salesman Dead

It is with regret that we report the sudden death of Mr. J. Richard Kemp, Western Sales Manager of the Miller Saw-Trimmer Company of Pittsburg, Pen., which occurred in San Francisco, Thursday, May 25.

Mr. Kemp was born in Tennessee, May 8, 1875, and was identified with the printing and allied industries practically all his life-time.

Before his association with the Miller Company, Mr. Kemp served for some months as Southern Manager of the Autopress Company, leaving that company to return, as Efficiency Engineer, to the Keystone Type Foundry, Atlanta, Georgia. It was with the Keystone Foundry that Mr. Kemp started as salesman early in life, rising later to the position of Branch Manager.

Among his host of printer friends, "Dick" Kemp stood for the higher obligations and integrity among men which need not be signed or sealed. It is said that he never made a promise that was not absolutely sure of fulfilment. Those whom he met in a business way stayed with him as friends and he has left to all with whom he came in contact the memory of a sincere friend and a strong honest man.

BETTER PRINTING

from

SCOTCH TYPE

A JOB or an advertisement may be printed on good stock, with good inks, and the presswork may be tip-top, but if the type is worn at the edges and nicked the work is reduced to mediocrity.

Fill your cases with Scotch Type. Scotch Type is the hardest type, the best wearing type, and does not wear at the corners and nick easily like so many other types, which may be cheaper in the first instance but costlier in the long run.

You can take impression by the tens of thousands from Miller & Richard Celebrated Extra Hard Metal Scotch Foundry Type without the slightest sign of wear. Every impression is clean-cut.

Use Scotch Type in your job work —use it in your newspaper. It is the most efficient and economical of all types.

Large Stocks for Quick Shipment

Miller & Richard

7 Jordan St. TORONTO Phone M. 666

CLASSIFIED ADVERTISEMENT SECTION

TWO CENTS A WORD, Box Number as five words; minimum charge is $1.00 per insertion, for 50 words or less, set in 6 pt. type. Each figure counts as a word. Display ads., or ads. set in border, are at the card rates.

OPPORTUNITIES

Here is the Man—

Have you the Job?

I believe that I would like to locate in Canada, for a change—preferably in a small city or town near Toronto—and would appreciate hearing from a live concern engaged in executing a good grade of printing, possessing a 15-hand, one-story plant, ideally located and modernly equipped—preferably a job and weekly plant, which devotes two-thirds of its time to job work. That is exclusive in style. Large plants not considered.

I can creditably do the following work:

Write and layout attractive copy for compositors,
Engineer type structure work,
Pass on presswork,
And assist in selling by correspondence.

An executive for 18 years, both city and town experience, only 39 years old, live-wire, cleancut.

Position should pay $50 to start.

Non-union plant preferred. Can report in June

Address: Printer, care of Canadian Printer and Publisher, Toronto, Canada.

FOR LEASE NEWSPAPER AND JOB Office. Full equipment and building in one of the best towns in Ontario. Option to buy if desired. Fine chance for right man. Apply Box 842, Canadian Printer and Publisher. P.5.P.

THE COMPOSITORS' OPPORTUNITY — The Lanston Monotype Machine Company maintains Free Schools in Philadelphia, New York, Chicago and Toronto to which compositors are admitted for instruction in the operation of the keyboard. Steady employment and good wages are always to be had for Monotype Keyboard Operators. For further information apply to LANSTON MONOTYPE MACHINE COMPANY. (P.2.P.)

WHY WORRY ABOUT COMPOSITORS quitting? We quickly furnish rough sketches for type structures that enable even the novice to produce pleasing set ups. Mail a batch of display copy today, stating size of type form desired. The W. H. Holley Typographic Studio, Lock Box 16, Northfield, Vt.

COMPOSITORS WANTED

ADVERTISING MAN (CANADIAN) WITH valuable Canadian and U.S.A. daily newspaper experience desires new connection with publisher seeking live, earnest worker to take entire charge for foreign and local departments. Advertiser, now managing evening daily, is a copy-writer, layout man with executive ability, initiative and constructive ideas. Box 424, Conneaut, Ohio. P.6P.

PRINTER—ALL ROUND PRINTER, JOB work, twenty years with one concern estimator buyer, French. English, correspondence, advertising, non-union, married. Contemplate managing or traveling. Colbert, 779 Dorchester East, Montreal. Write. P.6P.

FOR SALE

FOR SALE—TWO DRAWER NATIONAL Cash register with motor and lever opener, made especially for printing office, total and separate adder, takes care of no sale, daily and weekly subscriptions, advertising, job work, news sales, petty sales, number of customers. Most complete and up-to-date. Having sold the franchise of the Review have no further use for so up-to-date machine. Will sell or trade for smaller. Apply Review, Peterboro.

FOR SALE—THREE GAS POTS WITH equipment for linotype machines. In good condition. Only reason for selling, using electricity. Twenty dollars each, F.O.B. Sarnia. Apply to Canadian Observer, Ltd., Sarnia, Ont. Canada. P.6.P.

FOR SALE—COX DUPLEX PRESS, 4, 6, and 8 page, seven column with folder Paging machine, 5 wheel, foot power 30" mill and card board shears. Brehmer box stitcher 12". One 2 H.P. Motor and ¼ H.P. Motor alternating. 1 power grindstone for paper cutter knives. 38" capacity will grind anything. 1 Rosback perforator, 1-15" card cutter. Chases many sizes, imposing stones 30 x 40 and 36 x 60. Wesel punch, 7 punches and eyelet, foot power. For particulars apply Review, Peterboro.

LINOTYPE BARGAIN

One New Model 8 Linotype complete with Electric Pot and Motor, three sets of Matrices. Machine has never been used and is offered at a big reduction from regular price. Immediate delivery. If interested, please write or wire Box 843 "Canadian Printer and Publisher," 143 University Ave., Toronto. P.5P.

WANTED—WAITE STEEL DIE EMBOSSing press, must be bargain. Write us even if fit only for repair parts. Give accurate description, condition, lowest price, first letter. Box No. 838. Canadian Printer and Publisher. P.7.P.

WANTED—Good live newspaper and periodical make-up man. Must have initiative. Accurateness with speed is what we want. Good wages to right man. Apply to Box 839 Printer and Publisher.

COUNTRY NEWSPAPER AND JOB plant for sale. Good as new—terms to suit purchaser. Box 840, Printer and Publisher.

COUNTRY NEWSPAPER, ESTABLISHED over 40 years. Well equipped with job type, presses and modern linotype, over six thousand dollars business in 1921. Will sell at very reasonable figure for reason which has no reflection on town or business. Population of town 3,000 situated about 100 miles from Toronto. For full particulars address Box 847, Canadian Printer & Publisher. P.6P.

FOR SALE—AMERICAN LINOTYPE METal pot. for gas, with thermostat. Apply the Gazette, Norwich, Ont. P.4.P.

WANTED

WANTED — USED WOODTYPE, CASES, racks, Gordon and Porter chases, job and news galleys, eight and ten-point body type. What have you, and price? Address The Osborne-Johnson Press, Midland, Ont. P.6.P

WANTED AN EXPERIENCED PRESSMAN, one accustomed to do high class half tone work. Apply stating wages expected, to The Tribune Printing Co., Ltd., Sackville, N. B. References. P.6P.

WANTED—KELLY PRESS—GIVE FULL particulars as to age, class of work it has been running on, price wanted for cash, and any other information which might be useful. Box No. 845.

KELLY PRESS WANTED

MUST BE IN FIRST-CLASS CONDITION. Give full particulars as to age, class of work it has been running on, price wanted for cash, and any other information regarding the press. Box No. 844.

BACK ISSUES WANTED—MR. F. H. ATkinson, Technical School, Wentworth, St., N., Hamilton, Ont., will appreciate receiving from our friends, copies of the March issue of The Canadian Printer and Publisher, for the use of his students who entered the adsetting contest. The parcel of papers sent to this school was lost in the mails and complete supply is exhausted. Help Mr. Atkinson, by sending him your copy, if you can spare it. Thanks.

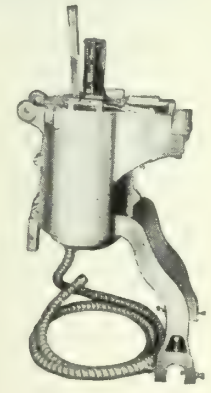
POSITION WANTED—ALL ROUND COMpositor with city and rural newspaper and job experience open for position in Western Provinces. Can take entire charge. Box 493 Lacombe, Alta.

FOR SALE

CASH REGISTER WANTED. SINGLE drawer, receipt printer. Must be in excellent condition. Box No. 836. Canadian Printer and Publisher.

ONE J. & J. TAYLOR SAFE, INSIDE DImensions 15 inches deep 2 feet 6 inches wide, three feet 11½ inches high and fitted with a built-in compartment. Price $250.00. One J. & J. Taylor Safe, 18 inches deep, two feet 9 inches wide, four feet 5 inches high, fitted with a steel compartment. Both safes are in good condition and can be bought at a price that will save considerable money to the purchaser. Price $200.00. Box 837, Printer and Publisher, 153 University Ave.

FOR SALE — MILLER FEEDER FOR Chandler & Price, 18 x 12, nearly new, also country Campbell Newspaper press, bed 30 x 46. In good condition. Terms to reliable party. Will accept reasonable offer. Box 846, Canadian Printer & Publisher. P.5.P.



Cline Fortified Interchangeable Electric Melting Pot

FITS ANY STANDARD TYPESETTING MACHINE AND IS INTERCHANGEABLE.

Write us for further details.

CLINE ELECTRIC MFG. CO.

Chicago New York

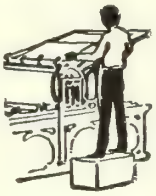
· EXHIBITOR ·

Boston Graphic Arts Exposition

August 28 to September 2

MOTOR REPAIRS

We'll Keep Your Presses Running



High-Class Work Done Quickly

When your press motors break down you want repairs done quickly, and you want repairs that will last. We have installed and repaired hundreds of press motors—we know printers' requirements and can give you the right service. When in trouble phone or write us. Instant attention!

Specialists in

MOTORS, GENERATORS, STARTERS, CONTROLLERS

The Leslie Electric Co.

74 Grange Ave., Toronto

Telephone Coll. 490

Printing

and

Lithographing Machinery

of all kinds

Complete Service for Rebuilding and Moving Presses. Agents for Rosback Perforators and Stitchers, Bunn Tying Machines, Southworth Punches and Holdfast Hangers. All kinds of Printing and Lithographing Materials.

Thomas W. Hall Co. Inc.

409 Ninth Avenue, New York City

2 Blocks from Penn Station

THE SUMMIT OF QUALITY

ESLEECK'S THIN PAPERS

MADE AT TURNERS FALLS, MASS. BY ESLEECK MFG. COMPANY

You may rely on Esleeck's

Onion Skin, Manifold and Thin Bond Papers

Made of New Rag Stock

Useful for duplicate copies of letters, records, legal reports, etc.;

—for branch-office letters and bulletins;

—for salesman's letters, lists, etc.;

—For foreign invoices and other printed forms on which manifold copies are made, and

—for various other purposes requiring thin papers that are strong and durable.

ESLEECK MFG. COMPANY

TURNERS FALLS, MASS.

Ask Dept H. for Samples

$50,000 would not buy my copy of the Ruxton Course

said a Toledo, Ohio, business man.* Fifty-one other men who took the same course two years ago were also asked to sell. *Only one copy* was available—the owner had died. Five of the men said:

"My Ruxton course in copy-writing is worth more to me today than when I purchased it."—G. B. T.,*—*Norwood, Mass.*

"I could not possibly think of parting with any part of the Ruxton Course."—J. M. B.,* *Brooklyn, N. Y.*

"I would n't part with my Ruxton lessons under any circumstances."—L. C. V.,* *Seattle, Wash.*

"I should not care to part with it. I appreciate real worthwhile instruction when I see it."—E. A. W.,* *Detroit, Mich.*

"The Ruxton Course is the most valuable I know and is years ahead of all advertising thought of today."—H. D. C.,* *Chicago, Ill.*

Selling by the Printed Word

In every issue of THE PRINTING ART monthly is a similar course of instruction by Robert Ruxton including illustrated criticism of current advertising. It is absolutely different in treatment and principle from anything ever published. The cost of this department alone is very heavy, yet subscribers get it without extra charge—for the subscription price of the magazine.

The Printing Art is a large, beautifully printed monthly magazine averaging 100 pages (9¼ x 12¼). Its full-page illustrations are selected from the entire field of commercial art.

The articles in THE PRINTING ART are intensely practical and interest advertisers, business men, printers, engravers—all who use advertising and who sell by printed words.

We know that THE PRINTING ART is a big value because literally hundreds of business men (unasked) have told us just that—but everyone may decide for himself without obligation. Simply note coupon and act.

* Names given on request.

The Printing Art, Cambridge, Mass.

Gentlemen: Please send me THE PRINTING ART for one year, containing Mr. Ruxton's lessons on writing selling copy. You may send me a bill for $4.00 (Canada, $4.50; Foreign, $6.00) to cover this subscription, which I agree to pay promptly, upon condition that, if at the end of three months I am for any reason not perfectly satisfied, you are to refund the entire sum without question, and I am to keep the magazines without further obligation.

Name_____

Street_____

City and State_____

HOW DO YOU MEET COMPETITION:

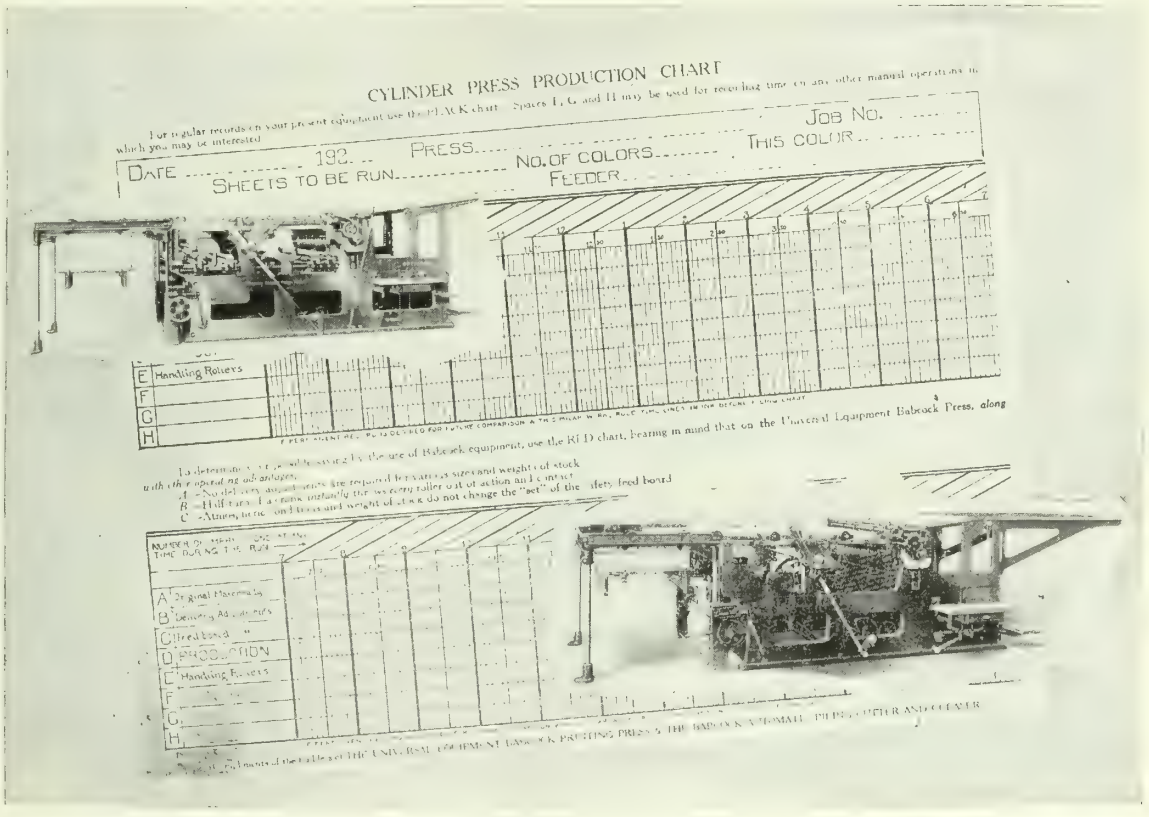
With a sharpened pencil, or with Modern Production Methods?

JUST FORTY YEARS AGO

the purchaser of the first BABCOCK demonstrated that it was undoubtedly the most economically operated press of its time. *That press is still in operation.*

FORTY YEARS LATER

the Superintendent of one of the largest pressrooms in the East, using all makes of presses, said of the new *UNIVERSAL EQUIPMENT BABCOCK*, "Its good points need only publicity and demonstration to make it the best selling two-revolution press on the market."



BABCOCK PRESSES

will stand the test of the Industrial Engineers' Cylinder Press Production Chart reproduced above, and for purposes of comparison on your present equipment, we will be glad to furnish you with some of these blank Charts, with our compliments, if you will write for them.

The Babcock Printing Press Manufacturing Co.

Main Office and Factory—New London, Connecticut
New York Office—38 Park Row

MILLER & RICHARD

SOLE AGENTS FOR CANADA

TORONTO WINNIPEG

• EXHIBITOR •
Boston Graphic Arts Exposition
August 28 to September 2

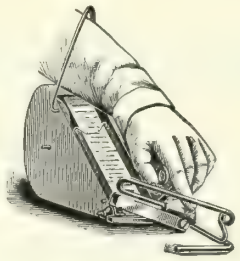
Let Us Set Your Type!

We Can Reduce Your Expense

Linotype and Monotype composition! Quick, efficient and economical service! If you have no machines it will pay you to send your straight matter and tabular jobs to us. If you have machines, but have more work than you can conveniently handle, let us help you out of your difficulties. Trade work only, including composition and make-up delivered in galley or page form to offices in Toronto and outside points. **English translated into French.**

No Connection With Any Printing House

Mono-Lino
Typesetting Co., Limited
160 Richmond St. West
Toronto



THE ROBERT DICK MAILER

Reduces mailing expense
Efficient
Light
Inexpensive
Addresses (expert) 8,556 an hour
Beats them all
Leads, others follow
Easy to operate

Write to-day for interesting Booklet

REV. ROBERT DICK ESTATE
137 W. TUPPER ST. -:- BUFFALO, N.Y.

The Don Valley Paper Co. Limited TORONTO

Ask Your Jobber for

MAPLE LEAF BRISTOL

High Grade Bristol in White and following colors: Pink, Canary, Green, Salmon, Blue, Cherry, Buff, Lilac. Made up in index size on special orders.

Made in Canada by

THE DON VALLEY PAPER CO., LTD.
TORONTO, CANADA

Use our

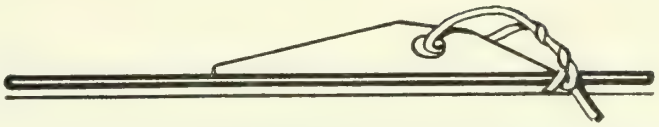
"CRAFTSMAN" BLACK

FOR DENSITY, NON-OFFSET and GENERAL EXCELLENCE IN HALF-TONE WORK.

Colour Matching a Specialty

Shackell, Edwards & Co.
LIMITED
127 Peter Street Toronto, Canada

ALL OUR INKS ARE MADE IN CANADA AND HAVE BEEN SINCE 1911



"Huber-izing" Means Trying a Huber sample each time you make an Ink test

It will enable you to get the utmost in Ink Quality, Ink Economy and Ink Delivery

INK QUALITY

Huber's inks are made exclusively from colors, carbon black and varnishes made at our **own** factories. Thus we have full control over our raw materials and complete knowledge of their quality, purity and uniformity.

J·M·Huber

Dry Colors, Carbon Black, Varnishes, Printing Inks
366-378 Adelaide St. West, Toronto, Can.

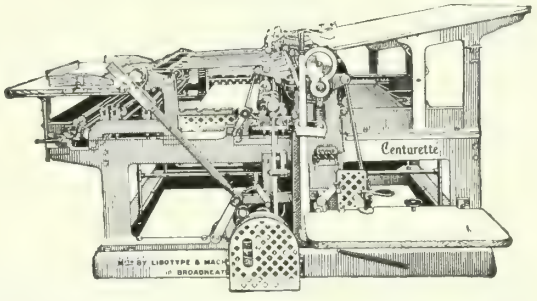
HUBER'S colors in use since 1780

It Pays to Huber-ize

Centurette
Two-Revolution Letterpress Machine

THE CENTURETTE IS PROFITABLY EMPLOYED FOR SHORT RUNS AS WELL AS LONG RUNS, and has proved its efficiency under widely varying working conditions, producing the best general commercial work at speeds up to 3,000 impressions per hour.

IT OCCUPIES NO MORE FLOOR SPACE THAN A SLOW-RUNNING MACHINE, and costs less to run because its upkeep charges are practically nil. Send for booklet.



BUILT for SPEED
In Make-Ready and Output

LINOTYPE & MACHINERY LIMITED

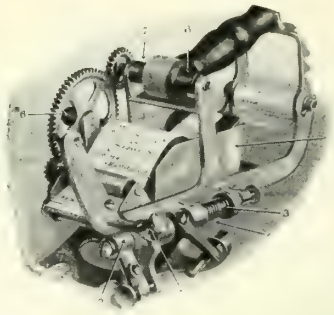
c/o Canadian Linotype Limited
119 Adelaide Street West : : Toronto, Canada

There's Lightness and Speed In This *New* Wing Aluminum Mailer

THIS NEW Label Pasting Machine—the latest in Mailers has been subjected to actual tests for six years before being offered for sale.

The frame and all castings have been made in **one piece**, ensuring unusual strength and durability. Its exact "hang" and extreme lightness make it ideal for use by boys and girls, using either hand; they can operate it for hours without fatigue.

The Wing Mailer is saving money for large concerns such as The Curtis Company, Butterick, McCall, and Colliers. The U. S. Bureau of Internal Revenue have 80 machines in use. It will save you money too—let us prove it.



CHAUNCEY WING'S SONS

GREENFIELD - - - MASS., U. S. A.

The Only

BRITISH

Process Screens

DIAMOND

for

HALF-TONE, COLOR

and

GRAVURE

List Free:

F. E. Brown & Co.

Guthlaxton St.

Leicester,

Eng.

INDIAN  BRAND

GUMMED PAPERS

Have been used for years, and the demand for this Canadian made sheet is growing by leaps and bounds. There is a reason for this. Quality is there, and any jobber can supply your needs promptly.

Canadian Nashua Paper Co.,

LIMITED

PETERBORO, ONTARIO

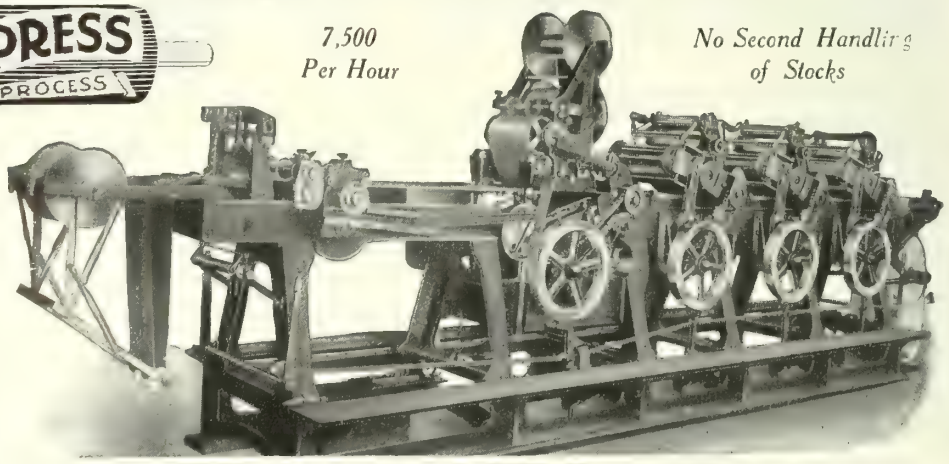
Sold through all Prominent Jobbers

MULTI-NEW ERA PRESS PROCESS

7,500 Per Hour

No Second Handling of Stocks

It is more than a Multi-Color Press. Prints in all colors on both sides of the paper at the same time; numbers, perforates, scores, die-cuts, punches, cuts both ways, rewinds or piles—all at a speed of 7,500 impressions per hour. One man operates the New Era and there is no second handling of stock necessary. WRITE NOW!



New Era Mfg. Co., Inc.

394 Straight St., Patterson, N.J.

INTRINSIC VALUE

As a general rule you get only what you pay for in buying machinery or anything else, and it is false economy to buy a printing press merely because the price is low. *True economy* lies in buying that machine which will show the greatest return in the saving of time and labor with the lowest cost of upkeep; which can be depended upon to give the greatest net production, day in and day out; and which will have the greatest *intrinsic value* should it ever become necessary to resell it.

Hoe Newspaper and Magazine presses have been giving just this sort of service all over the world for over a hundred years, and it is for this reason that they are preferred to all others by discriminating publishers, who realize that first cost should not be the prime consideration if *true economy* is desired. Used Hoe presses have always had a higher intrinsic value than any others, and for this reason they always greatly enhance the value of a plant of which they form a part.

A good illustration of this is the fact that Hoe Rotary Web Press No. 1, built in 1874, is now being offered for sale by another press manufacturer, after having been in active service for forty-eight years.

Having the largest and most efficient shop equipment with an output several times that of any other press builder we are able to manufacture the finest class of printing machinery in the most economical manner. We do not build *cheap* presses, but our prices will be found to be as low as, if not lower than, those of other manufacturers when compared on the basis of pound for pound of metal, coupled with quality of materials and workmanship. This, together with their greater *efficiency* and *intrinsic value,* is the reason why

Hoe machines are today printing the great majority of the daily newspapers and magazines throughout the world

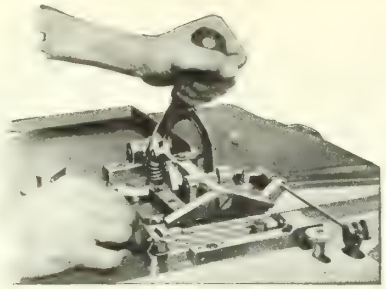
R. HOE & CO.

504-520 GRAND STREET, NEW YORK CITY

827 Tribune Building
CHICAGO, ILL.

109-112 Borough Road
LONDON, S. S. 1. Eng.

7 Water Street
BOSTON, MASS.



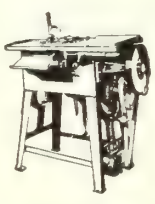
Basically —*right*

The basic rightness of the Ludlow for Display is daily demonstrated on every-day display composition, which in reality, consists of the setting of single lines—single lines of a typeface, size or measure.

The setting by hand, from Ludlow brass matrices, provides an endless supply of new typefaces on slugs and provides greatest speed at lowest cost.

From 12-point all the way up to 60-point without a mold or machine change means a steady flow of quality display composition. Compositors always have the very typeface they want—and all they want of it.

Increased business and profit naturally follow the installation of the Ludlow for Display on quality slugs.



Ludlow Typograph Co.
2032 Clybourn Avenue, Chicago, Ill.
Eastern Office: World Building, New York City

Ontario Agents:
Mono-Lino Typesetting Co., Limited
160 Richmond Street West Toronto, Canada

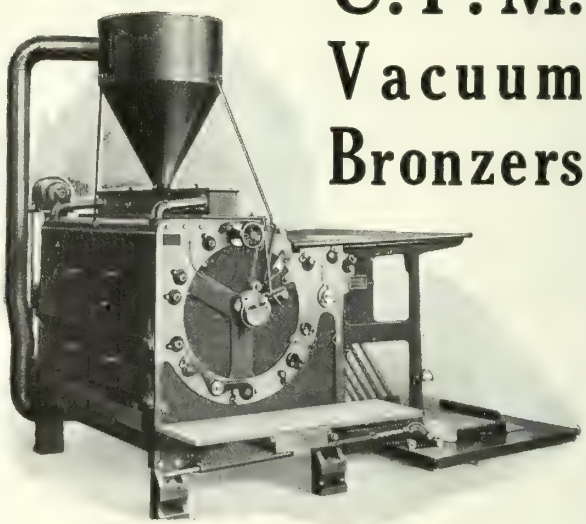
LUDLOW QUALITY SLUG COMPOSITION ABOVE 10 PT.

UNITED PRINTING MACHINERY COMPANY

24 Houses

that use a total of **113**

U.P.M. Vacuum Bronzers



CANADA

B. C. Printing & Lithograph Co., Vancouver, B. C...	1
Consolidated Lithographing & Manufacturing Co., Ltd., Montreal	1
Lawson & Jones, Ltd., London, Ont.	1
Miller Lithographic Co., Ltd., Toronto, Ont.	1
Royal Printing & Lithographing Co., Halifax, N.S.	1
Southam Press, Ltd., Montreal	1
Standard Lithographic Co., Ltd., Toronto, Ont.	1
Stovel Co., Ltd., Winnipeg, Man.	1

UNITED STATES

U. S. Printing & Lithograph Co.	24
Robert Gair Co.	10
Stecher Lithograph Co.	8
Forbes Litho Mfg. Co.	7
Calvert Lithograph Co.	6
National Folding Box & Paper Co	6
Nevins Church Press	6
American Lithograph Co.	5
Wm. Steiner, Sons & Co.	5
Brockway-Fitzhugh-Stewart-Inc.	4
Columbia Graphophone Co.	4
Heywood, Strasser & Voigt Litho. Co.	4
Ketterlinus Litho. Mfg. Co.	4
Multi-Colortype Co.	4
Pasbach-Voice Lithograph Co.	4
Simpson & Doeller Co.	4

RE-ORDERS TELL

UNITED PRINTING MACHINERY CO.
38 Park Row, New York — 604 Fisher Bldg., Chicago — 83 Broad St., Boston

• EXHIBITOR •
Boston Graphic Arts Exposition
August 28 to September 2

Buyers' Guide



Newspaper and Magazine Accounts *EVERYWHERE*

Send us your delinquent accounts. Let us turn them into cash for you.

No Collection, No Charge—Prompt Returns.

Reult - Reult

REFERENCES—The Bank of Nova Scotia and over 200 satisfied Canadian publishers for whom we have been collecting for the last nine years.

The Canadian Mercantile Agency
OTTAWA, CANADA

SEE PAGE 51 ?

They Want The Best In Printing

Investment and financial houses, insurance companies, large business institutions demand the best in printing service.
Such accounts are steady and profitable for the printer.
Through THE FINANCIAL POST you can reach the men who buy printing for these important institutions as well as the men higher up who have the final say in buying policies.

THE FINANCIAL POST reaches
—Every Canadian investment house.
—Head office officials in every Canadian bank.
—2,200 bank managers.
—Insurance, trust and loan company officials, etc. and
—over 4,000 executives of leading industrial and commercial institutions.

Ask us to tell you how to reach the buyers of good printing.

THE FINANCIAL POST
143 University Ave., Toronto

THE firms listed in this Buyers' Guide are all advertisers in PRINTER AND PUBLISHER. *Refer to the ads. by consulting the Index. Our interests are mutual—tell the advertisers you read their ad. in* PRINTER AND PUBLISHER. *Patronize* PRINTER AND PUBLISHER *advertisers—they are all definitely interested in the promotion of efficiency in equipment and service in Canada's allied printing trades.*

ADDRESSING MACHINES

Pollard-Alling Co., New York, N
Toronto Type Fdry Co., Ltd.
The Challenge Machinery Co., Grand Haven, Mich.
Miller & Richard, Toronto, Ont.
Westman & Baker Limited, Toronto.

BADGES, METAL, RIBBON AND CELLULOID

Bastian Bros., Cobourg, Ont.

BALERS FOR WASTE PAPER

Golding Mfg. Co., Franklin, Mass.
Logan, H. J., Toronto.
Miller & Richard, Toronto, Ont.
Stephenson, Blake & Co., Toronto.
Stewart, Geo. M., 92 McGill St., Montreal.
Toronto Type Fdry Co., Ltd., Toronto, Ont.
Westman & Baker Limited, Toronto.

BINDERY EQUIPMENT AND SUPPLIES
(See also CUTTING MACHINES)

Berry Machine Co., St. Louis, Mo.
Dexter Folder Co., New York.
Golding Mfg. Co., Franklin, Mass.
Hall Co., Inc., Thomas St., New York City.
Hickok Mfg. Co., Harrisburg, Pa.
Logan, H. J., Toronto.
Machine Builders Ltd., Montreal.
Morrison Co., J. L., Toronto, Ont.
Stephenson, Blake & Co., Toronto.
Stewart, G. M., Montreal.
Toronto Type Fdry Co., Ltd., Toronto, Ont.
Westman & Baker Limited, Toronto.

BINDERS—LOOSE LEAF

Brown Bros., Limited, The, Toronto.
Vawter-Luckett Co, Toronto

BRONZING MACHINES

United Printing Machinery Co., Boston.

COMPOSING ROOM EQUIPMENT
(See also LEADS, SLUGS AND TYPE)

The following list covers Iron Furniture—
DeCarle-Wareham Co., Toronto.
Hall Co., Inc., Thomas St., New York City.
Hamilton Mfg. Co., Two Rivers, Wisconsin.
Miller & Richard, Toronto, Ont.
Printers' Ideal Equipment Mfg. Co., Toronto.
Stephenson, Blake & Co., Toronto.
The Challenge Machinery Co., Grand Haven, Mich.
Toronto Type Fdry Co., Ltd., Toronto, Ont.
Westman & Baker Limited, Toronto.

COUNTING MACHINES

Miller & Richard, Toronto, Ont.
Stephenson, Blake & Co., Toronto.
Toronto Type Fdry Co., Ltd., Toronto, Ont.
Westman & Baker Limited, Toronto.

CUTTING MACHINES—PAPER

Golding Mfg. Co., Franklin, Mass.
Miller & Richard, Toronto, Ont.
Morrison Co., J. L., 445 King St. W., Toronto.
Printers Machinery Co., Limited, Toronto.
Stephenson, Blake & Co., Toronto.
The Challenge Machinery Co., Grand Haven, Mich.
Toronto Type Fdry Co., Ltd., Toronto, Ont.
Westman & Baker Limited, Toronto.

COLLECTION AGENCIES

Canadian Mercantile Agency, Ottawa.
Dominion of Canada Credit Service, Toronto.

DIE CUTTING

Levy & Co., Toronto, Ont.

EFFICIENCY EXPERT

Pepper, J. L., 602 Lumsden Bldg., Toronto.

We Make Your Bank Account Grow— *and Grow!*

HOW? You just send us a list of your past-due subscription and advertising accounts. We'll do the rest.

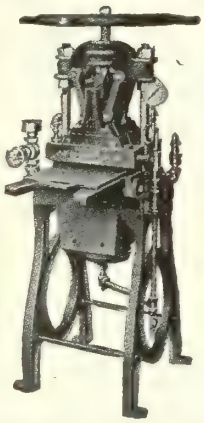
DOMINION OF CANADA CREDIT SERVICE
P. O. Box 156 Toronto

Buntin Gillies & Co. Limited
B & G & C
WHOLESALE Stationers and Paper Dealers
HAMILTON

NOW is the time to Buy—don't wait. Consult these advertising pages. Our advertisers will *save* you money—Buy *Now*.

Buyers' Guide

PRINTERS!



Make your own rubber stamps with very little extra equipment.

Send For Catalog.

THE J. W. F. DORMAN CO.
BALTIMORE - MD.

TICONDEROGA PULP AND PAPER CO.

Machine Finish, Special Magazine and Antique Finish

BOOK, MAGAZINE, COATING, LITHOGRAPH AND MUSIC

PAPERS

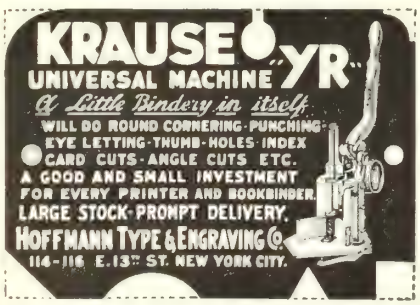
Mills at Ticonderoga, N.Y.
Sales Department
Rooms 800-816. 522 Fifth Avenue, New York



BERRY ROUND HOLE CUTTER

Drills or "cuts" clean holes through any paper or pasteboard stock ten times as fast as a die punch.
Will drill from one to six holes in one operation.
Built in Four Models.

Berry Machine Co.
300 N. Third St. St. Louis, Mo.



ELECTROTYPING AND STEREOTYPING
Rapid Electrotype Co. of Canada, Toronto.
Toronto Electrotype & Stereotype Co., Toronto.

ELECTROTYPE AND STEREOTYPE BASES
The Challenge Machinery Co., Grand Haven, Mich.
Toronto Type Fdry Co., Ltd., Toronto, Ont.
Westman & Baker Limited, Toronto.
Miller & Richard, Toronto, Ont.

ELECTROTYPE METAL
Canada Metal Co., Limited, Toronto.

EMBOSSING EQUIPMENT
Golding Mfg. Co., Franklin, Mass.
Stephenson, Blake & Co., Toronto.
Miller & Richard, Toronto, Ont.
Toronto Type Fdry Co., Ltd., Toronto, Ont.
Westman & Baker Limited, Toronto.

ENGRAVERS' EQUIPMENT
Engravers' Machinery Co. of Can., Ltd., Mont.

ENGRAVERS
Legge Bros., Toronto, Ont.
National Photo Engraving Co, Montreal.

ENVELOPE MANUFACTURERS
Dawson Ltd., W. V., Montreal and Toronto.
Toronto Envelope Co., Toronto.

ESTIMATING AND COST SYSTEMS
Porte Publishing Co., Salt Lake, Utah, U.S.A., and 32 Temperance St., Toronto.

FEATURES AND READY PRINT SERVICE
Brown Bros., Limited, The, Toronto.
International Syndicate, Baltimore, Md

GUMS, PADDING AND PASTES
Beveridge Supply Co., Ltd., Montreal, Que.

FIRE EXTINGUISHER
Bennett & Wright, Toronto.

INK (PRINTING) MANUFACTURERS
(*Including Bronzing Powders.)
Ault & Wiborg Co., Toronto, Ont.
Charles Bush, Limited, Toronto.
Canada Printing Ink Co., Toronto.
Columbia Printing Ink & Roller Co., Vancouver, B. C.
Dominion Printing Ink Co., Ltd., Toronto.
Huber Ink Co., Toronto.
Manton Bros., Toronto, Ont.
Shackell, Edwards & Co., Ltd., Toronto.
Sinclair, Valentine & Hoops. Ltd., Toronto, Ont.

LABEL PRINTING
Levy & Co., Toronto, Ont.

LEADS, SLUGS AND TYPE
DeCarle-Wareham Co., Toronto.
Great Western Smelting & Refining Co., Vancouver, B.C.
Miller & Richard, Toronto, Ont.
Stephenson, Blake & Co., Toronto.
Toronto Type Fdry Co., Ltd., Toronto, Ont.
Westman & Baker Limited, Toronto.

LITHOGRAPHERS
Goes Lithographing Co., Chicago, Ill.

MAILING MACHINES
Miller & Richard, Toronto, Ont.
Chauncey Wing's Sons, Greenfield, Mass.
Pollard-Alling Co., New York, N.Y.
Rev. Robert Dick Estate, Buffalo, N.Y.

MAILING GALLEYS
The Challenge Machinery Co., Grand Haven, Mich.
Miller & Richard, Toronto, Ont.
Toronto Type Fdry Co., Ltd., Toronto, Ont.
Westman & Baker Limited, Toronto.

MELTING POTS, ELECTRIC
Cline Electric Co., Chicago, Ill.

METAL
(For all kinds of Typesetting Machines and for stereotyping purposes.)
Canada Metal Co., Limited, Toronto.
Great West Smelting & Refining Co., Vancouver.

METAL FURNITURE
De Carle-Wareham Co., Toronto.
Miller & Richard, Toronto, Ont.
Mono-Lino Typesetting Co., Toronto.
The Challenge Machinery Co., Grand Haven, Mich.
Toronto Type Fdry Co., Ltd., Toronto, Ont.
Westman & Baker Limited, Toronto.

MOTORS AND TRANSMISSION
Cline Electric Co., Chicago, Ill.
Hall Co., Inc., Thomas St., New York City.
Kimble Electric Co., Chicago.
Leslie Electric Co., Toronto.
Manton Bros., Toronto, Ont.
Printers' Machinery Co., Limited, Toronto.
Toronto Type Fdry Co., Ltd., Toronto, Ont.
Westman & Baker Limited, Toronto.

NOVELTIES
Bastian Bros., Cobourg, Ont.

Features

Weekly Fashion Page
by Joel Feder
Handicraft in the Home
by Alice U. Fewell
Daily Fashion Hints
by Mabel Whitney
Hints for the Motorist
by Albert L. Clough
Us Kids (the new 6-col. strip)
by O'Neil
Daily Comic Cartoon (3-col.)
by Hanny
Noozie, the Sunshine Kid
by Hop
Daily Puzzles and Jingles
by Wellman
Weekly House Plans
by Charles S. Sedgwick
Lessons in Baseball
by J. B. Sheridan
Lessons in Boxing
by Spike Webb
Useful Bird Citizens
by J. Hammond Brown
Classified Promotion Series
by T. R. Longcope
The Ad-route (house organ)
by W. S. Ball

Also Weekly Camera News, Children's and Feature Pages; Daily 1-col. Comics and Portraits.

Proofs, prices and sample mats with pleasure on request.

The
International Syndicate

Catering to Your Feature Needs Since 1899

213-215 Guilford Ave.,
BALTIMORE, MD.

NATIONAL SIGN CO.

ADEL. 5298



36 DUNDAS ST. W.

"SIGNS THAT ADVERTISE"

Buyers' Guide

Mail Orders a Specialty

J. A. BAKER

Confidential Secretary to Men of Means

By Appointment

Toronto Bank Bldg., 205 Yonge St.

Phone Main 763

Expert Penman and Instructor

Established 30 years in Toronto

At Your Service For

SOCIETY STATIONERY

Announcements, Invitations, Professional and Visiting Cards, Addresses, Resolutions, etc.

Fast Service and Expert Workmanship on

Printing Press Repair Work

When things go wrong call

JAMES BAIN & SON

ENGINEERS AND MACHINISTS

99 Mary St., Hamilton, Ont.

Filling Your Advertising Columns

Business men see big business on the way. Returning confidence is leading to bigger advertising appropriations.

As a publisher, you want to get your share of the advertising that is now being planned. Through the FINANCIAL POST you can reach the men who make the advertising appropriations, who have the final say as to the choice of media, as well as a large proportion of Canada's leading advertising agency executives.

Look over this list. It shows who reads THE POST.

—Every Canadian investment house
—Head office officials in every Canadian bank.
—Insurance, trust and loan company officials, etc.
—over 4,000 executives of leading industrial and commercial institutions.
—Advertising Agency executives.

Let us tell you how by advertising in THE FINANCIAL POST you can increase the volume of advertising in your own publication.

THE FINANCIAL POST
143 University Ave, TORONTO

PAPER MANUFACTURERS AND DEALERS
Beveridge Supply Co., Ltd., Montreal, Que.
Brown Bros., Limited, The, Toronto.
Buntin, Gillies & Co., Ltd., Hamilton, Ont.
Butler & Jones, Toronto, Ont.
Canada Paper Co., Toronto.
Dawson Ltd., W. V., Montreal.
Don Valley Paper Co., Toronto, Ont.
Esleeck Mfg. Co., Turner's Falls, Mass.
Halls Paper Co., Ltd., Fred. W., Toronto, Ont.
McFarlane, Son & Hodgson, Montreal, Que.
Niagara Paper Mills, Lockport, N.Y.
Ritchie & Ramsay, Ltd., Toronto, Ont.
Rolland Paper Co., Ltd., Montreal, Que.
Scott Ltd., J. & J., New York City.
Ticonderoga Pulp & Paper Co., New York.
United Paper Mills, Ltd., Toronto.
Whyte Paper Co., Ltd., Toronto.
Wilson Munroe Co., Toronto.

PAPER, TYMPAN
Cromwell Paper Co., The, Chicago, U.S.A.
Smith, Davidson & Wright, Limited, Vancouver, B.C.

PAPER RULING EQUIPMENT
Hickok Mfg. Co., Harrisburg, Pa.
Stephanson, Blake & Co., Toronto, Ont.
Toronto Type Foundry Co., Ltd., Toronto.

PENMANSHIP
J. A. Baker, Toronto.

PRESSES, ROTARY
Duplex Printing Press Co., The, Battle Creek Michigan.
Goss Printing Press Co., Chicago, Ill.
Hoe & Co., 504-520 Grand St., New York.

PRINTING PRICE LISTS
Porte Publishing Co., Toronto.
Wilson-Munroe Co., Ltd., Toronto.
The Federal Paper Co., Montreal, Que.

PAPER, MAILING AND MATRIX
Beveridge Supply Co., Ltd., Montreal, Que.

PRESSES AND OTHER EQUIPMENT
(Includes Cylinder and Job Presses, Gauges, etc. See Embossing, Eq.)
Babcock Printing Press Co., New London, Conn.
Golding Mfg. Co., Franklin, Mass.
Goss Printing Press Co., Chicago.
Hoe & Co., R., New York.
Intertype Corporation, Toronto.
Linotype & Machinery, Ltd., London, Eng., and 68 Temperance St., Toronto.
Stephenson, Blake & Co., Toronto.
Manton Bros., Toronto, Ont.
Megill, Ed., 60 Duane St., New York City.
Miehle Printing Press & Mfg. Co., Chicago.
Morrison Co., J. L., Toronto, Ont.
Premier & Potter Ptg. Press Co., Inc., New York
Printer's Machinery Co., Limited, Toronto.
The Challenge Machinery Co., Grand Haven, Mich.
United Printing Machinery Co., Boston.
Westman & Baker Limited, Toronto.
Machine Builders Ltd., Montreal.
Manton Brothers, Toronto.
New Era Mfg. Co., Patterson, N.J.
Toronto Type Foundry Co., Ltd., Toronto.

REPAIR WORK
The Midwest Matrix Co., Goodland, Kansas.

RUBBER STAMP OUTFITS
Barton Mfg. Co., The, New York, N.Y.

"REDUCOL"
Manton Bros., Toronto.

ROLLERS
Canada Printing Ink Co., Ltd., Toronto.
Columbia Ptg. Ink & Roller Co., Vancouver, B.C.
Manton Bros., Toronto, Ont.
Sinclair, Valentine & Hoops, Toronto.

SIGNS
National Sign Co., Toronto.

TINNING, ETC.
Cooper Calendar Metal Co., Toronto.

TYPE-HIGH MACHINES
The Challenge Machinery Co., Grand Haven, Mich.
Toronto Type Foundry Co., Ltd., Toronto.
Westman & Baker Limited, Toronto.

TYPE, LEADS AND SLUGS
(Includes Type of all kinds—Wood, Brass or Lead.)
York, N. Y.
DeCarle-Wareham Co., Toronto.
Toronto Type Foundry Co., Ltd., Toronto
Stephenson, Blake & Co., Toronto.
Westman & Baker, Ltd., Toronto.

TYPESETTING
Mono-Lino Typesetting Co., Toronto.

TYPESETTING MACHINES
Canadian Linotype, Ltd., Toronto.
Intertype Corporation, Toronto.
Lanston Monotype Machine Co., Toronto.
Toronto Type Foundry Co., Ltd.

Nothing Else Just Like It

UNIQUE in itself, nothing has ever been produced equal to or even approaching the Franklin Printing Price List

Used daily by thousands of printers in all parts of the world, it is spoken of as the "Printers' Bible" As a part of the Franklin Printers Service it is helping printers to better business methods

There may be imitations, but imitating means the greatest possible recommendation—the highest kind of endorsement

Write for the special 60-day guarantee offer and investigate this service for yourself

The Porte Publishing Co.
32 Temperance St.
Toronto.

ELECTROTYPING and Stereotyping at any one of our three plants. All orders filled promptly. Service and quality on every order.

RAPID ELECTROTYPE CO. OF CANADA

Montreal Toronto London Windsor

Gummed Label Printing

for the Trade

TAKE YOUR ORDERS, ANY QUANTITY, SHAPE, ONE OR MORE COLORS, AND SEND THEM TO

Levy & Company

122 Richmond St. W., Toronto

Adelaide 2439

Dieing Out Work

ANY CONCEIVABLE SHAPE OR QUANTITY---SATISFACTION GUARANTEED

Mail orders attended to promptly

Padding Composition *Flexible Glues*

The
Columbia Printing Ink & Roller Co.
Manufacturing
Fine Printing Inks
and
"Hercules" Printers' Rollers
ALL SIZES FOR ALL CLIMATES

Show Card Inks—Artists' Drawing Inks—Marking and Stencil Inks (soluble in oil or water)—Rubber Stamp Inks—Laundry Inks—Steel Die Inks—Artists' Oil Colors —Label Paste for Tin or Glass.

1063 Hamilton St., Vancouver, B.C.

METAL EDGING
(TINNING)
FOR YOUR CALENDARS, ADVERTISING HANGERS, DISPLAY CARDS, ETC., ARE PROMPTLY AND CAREFULLY HANDLED BY
THE COOPER CALENDAR METAL COMPANY
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PHONE ADELAIDE 5547
THE ONLY SPECIALTY OF ITS KIND IN CANADA
WE ARE COMPLETELY EQUIPPED FOR, AND SPECIALIZE IN METAL EDGING AND METAL SLIDES, AND SOLICIT YOUR PATRONAGE. . . TRY US ONCE—YOU'LL CONTINUE TO.

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Papers of all kinds
for all purposes.

MATRIX PAPERS & STEREO SUPPLIES.
PASTES, GLUES, PADDING GUMS.

THE MIDWEST MATRIX CO.
GOODLAND, KANSAS, U.S.A.
Expert Repairing of Spacebands, Keyboards and Virges
Linotype, Intertype and Linograph Mats
New and Improved Process of Mat Repairing
If troubled with "Squirts" write us for a new formula. Save your old mouthpieces. Sent FREE upon request. All work guaranteed. Trial orders solicited.
THE MIDWEST MATRIX CO.
GOODLAND, KANSAS, U.S.A.

Strait's PERFECTION Gauge Pin

Patent Applied For
Quite similar to the ordinary gauge pin, but is held by an excellent gripping arrangement, with nothing about it to injure packing or to interfere with making fine moves.
Sold by dealers everywhere, or the manufacturer.
H. H. STRAIT, Overland, Mo., U.S.A.

McFarlane, Son & Hodgson, Limited
Wholesale Paper Dealers and Stationers
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JOB PRESSES RUN PROFITABLY WITH MEGILL'S GAUGES
VISE GRIP

Megill's Double Grip Gauge
By the set of 3 with key and extra tongues.
QUICK ON

Megill's Spring Tongue Gauge Pin.
By the dozen or set of 3.
Accurate automatic register is obtained with Megill's Automatic Register Gauge. Saves its costs quickly in doing color or other fine register work on the job press. Free booklet.
Get them from your Type Founder or E. L. Megill, Pat. and Mfr., 763 Atlantic Ave., Brooklyn, New York

B in Boston

THE GOLDING ART JOBBER



Most Versatile Platen Press Made

Has extraordinary productive ability on the common kind of printing and particularly adaptable for the printing of large rule forms requiring a rigid impression—large half tone and plate forms like window and car cards in colors, booklet half-tone pages (four up), embossed labels in large forms, printing on wood (like in imitation burnt wood effects) and the considerable variety of difficult kinds of printing.

Illustration shows the 12 x 18 inch size complete with full length automatic brayer fountain, duplex distributor, adjustable roller ways, safety feed guard and power fixtures. Can also be equipped for individual electric motor drive.

High Mechanical Speed. Easy to feed. Features for quick make ready. Distribution unequalled. Very durable. Quiet running.

GOLDING MANUFACTURING CO.
FRANKLIN, MASS.

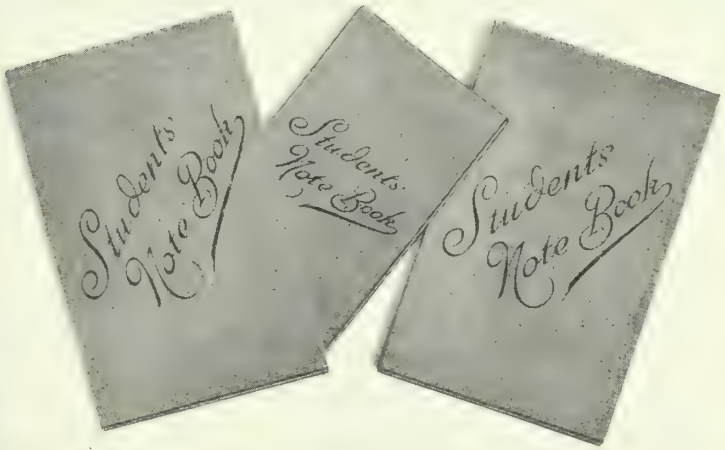
We also manufacture the Golding Jobber, Pearl Press, Official Press, Golding Auto-Clamp and Hand Clamp Power Paper Cutters, Golding Hand Lever Paper Cutters, Pearl Paper Cutters, Boston and Official Card Cutters, Little Giant Lead and Rule Cutters, Golding Tablet Presses.

Made in sizes 12 x 18 and 15 x 21 in

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Boston Graphic Arts Exposition
August 28 to September 2

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Check up Your Stock On These



Oblong Ruled Faint Only

Order Early.

Line 126—M. F. Wove Paper Size 4¼ x 6¾. Wire stitched. Printed Cover. 68 Pages. Packed 20's.

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W. V. Dawson, Limited
TORONTO MONTREAL

IDEAL
VULCANIZED OIL ROLLERS

For Hot, Sultry Weather or any kind of Weather

Do Not Melt
Do Not Shrink
Do Not Swell

Can be used on all kinds of presses except as form rollers.

Do not require resetting—Once set they are set to stay.

Why not be protected by the fairest, squarest GUARANTEE you ever had on rollers?

THE AULT & WIBORG COMPANY OF CANADA LIMITED

TORONTO MONTREAL WINNIPEG VANCOUVER

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Improved

News Ink

back to pre-war quality

for Weekly
and Daily
Newspapers

WORKS BETTER—LOOKS BETTER

Prompt shipment in any quantity—mail your orders

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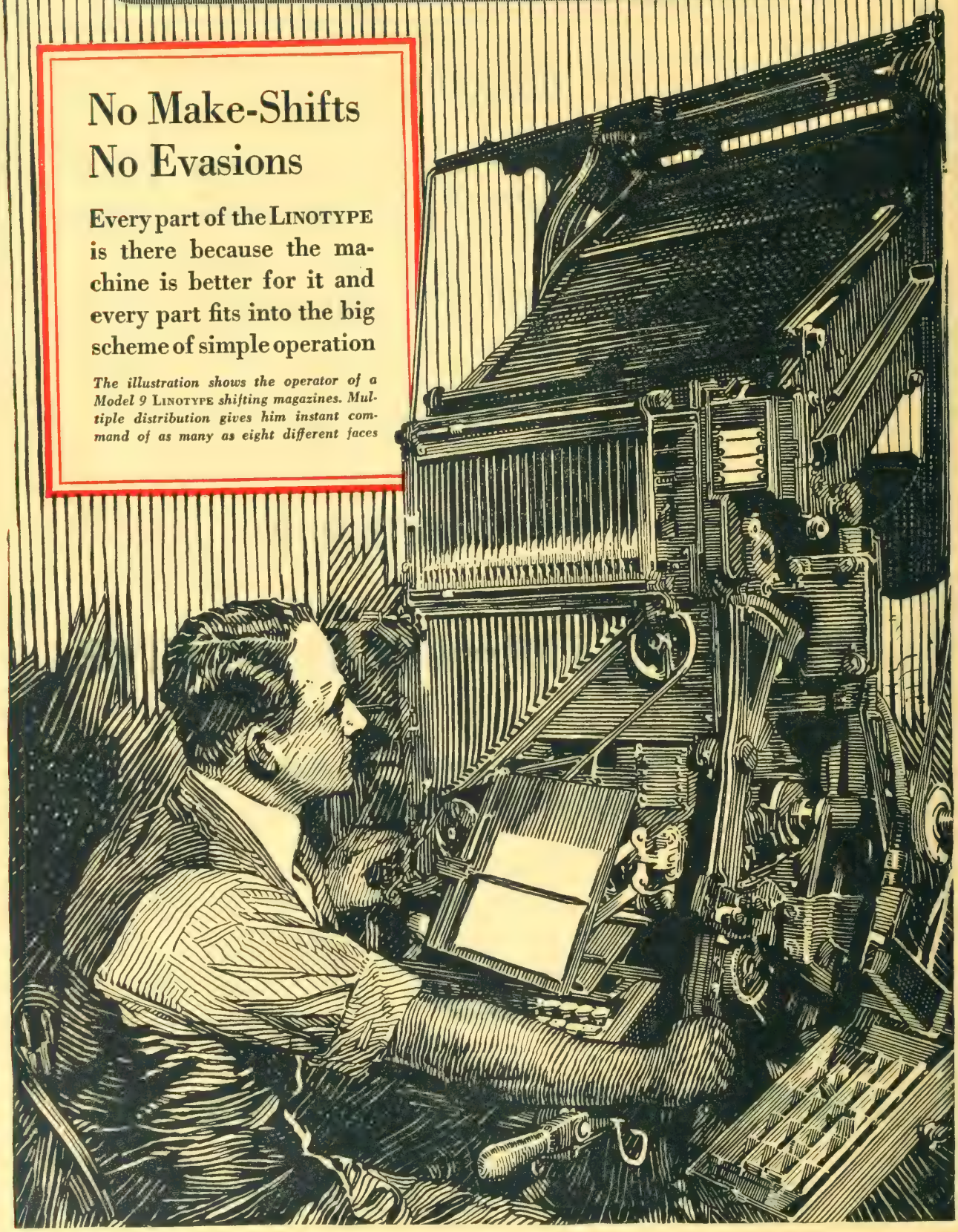
15 DUNCAN ST. - - TORONTO

TRADE **LINOTYPE** MARK

No Make-Shifts No Evasions

Every part of the LINOTYPE is there because the machine is better for it and every part fits into the big scheme of simple operation

The illustration shows the operator of a Model 9 LINOTYPE shifting magazines. Multiple distribution gives him instant command of as many as eight different faces



CANADIAN LINOTYPE LIMITED, 119 ADELAIDE STREET WEST, TORONTO

This advertisement composed entirely on the LINOTYPE

July
ISSUE

Volume 31, Number 7

Toronto, Canada, 1922

THE CANADIAN PRINTER & PUBLISHER

IN THIS ISSUE:

Paper Box Manufacturing
Radio Epidemic
Building a Weekly Newspaper
Price List of
Ottawa Valley Press Association
Starting a Printing Business

THE MACLEAN PUBLISHING CO. LIMITED
TORONTO - MONTREAL - WINNIPEG

For Halftone Printing There is No Better Paper than

Art Photo Book

Brings out Lights and Shades

FOR halftone work there is no book paper serves the printer to better advantage than ART PHOTO BOOK. The finest halftone screens may be used in printing on this paper with assurance of the best results—the various lights and shades can be brought out to perfection.

ART PHOTO BOOK neither curls nor stretches, thus it is finely adaptable to color work. It has strength, bulk and wearing qualities and printers who use it once order it again. While the highest quality book paper it is moderate in price.

Stocked in all sizes and weights.
Send for printed samples

MADE IN TRADE MARK CANADA

CANADA PAPER CO. LIMITED

MONTREAL TORONTO WINDSOR MILLS, P. Q.

WESTERN AGENTS:
BARKWELL PAPER CO., WINNIPEG



DOMINION
NONE BETTER
INKS

HAVE you ever used "Dominion Black." We make a specialty of black inks for all classes of printing—specializing is the secret of efficient and economical manufacturing. Therein lies the secret of the unrivalled success of "Dominion Black"—use it on your general run of work. Lower costs and better results will accrue. Where printing is done on coated paper use "Dominion Superior Halftone Black." It possesses an unequalled clarity and brilliance of finish. May we send samples to prove these claims?

"Striving Ever to Make Them Better Has Made Them the Best"

THE
DOMINION PRINTING INK
AND COLOR COMPANY, LIMITED

128-130 Pears Avenue, Toronto, Canada

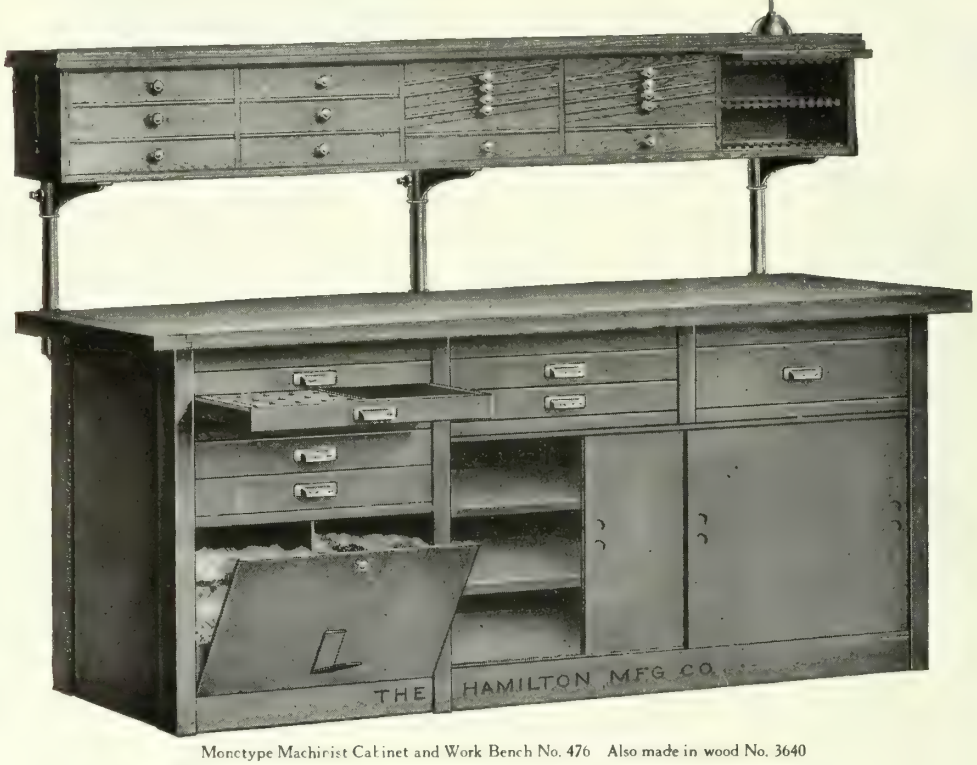
STOCKED AND SOLD BY

JOHN MARTIN PAPER CO., LTD.
WINNIPEG CALGARY EDMONTON

CHAS. H. TICE, MANAGER FOR EASTERN CANADA
128 BLEURY ST., MONTREAL
PHONE PLATEAU 2641

For the Monotype Department

The storage and protection of delicate and expensive Monotype Parts is a problem that may mean the saving of hundreds of dollars in time and replacement in the average office in a few months. Do it the "Hamilton" way—by the installation of a modern Cabinet and Work Bench such as the design shown hereon.



Monotype Machinist Cabinet and Work Bench No. 476 Also made in wood No. 3640

"Save the pennies and the dollars will accumulate automatically"—is a revised version of an old adage that applies 100 per cent. *plus* to every printing plant—and there's no *better* method for saving *real* money than by providing adequate working facilities for the mechanic you hold responsible for the working efficiency of your equipment.

DETAILS

Rock-Maple Work-Top size 82¾ x 23 x 1¾.

Overhead Parts Cabinet, made of wood, with adjustable pipe supports, and arranged as follows:

Two tiers (6 drawers) for storage of molds. Capacity, 18 molds any type.

Eight inclined drawers each with 40 spaces ¼ inch wide separated by 1-16 inch partitions, for storage of Matrices.

Two deep drawers with inclined bottoms, each drawer divided into 7 spaces for storage of Normal Wedges

Compartment at right, with disappearing door, for storage of Matrix Cases on edge. Total capacity, 26.

Base Equipment: Five small drawers with adjustable partitions and individual boxes for storage of small parts; 3 large drawers for tools and large parts; compartment with adjustable shelves covered by sliding doors; 2 metal-lined compartments secured by door, with spring hinges and toe-clip opener, for storage of soiled and clean rags.

Height, over all, 58 in.; to working top, 34 in. Total floor space required, 84x25 in.

Finish: Steel, olive green baked enamel; wood, antique gloss.

Manufactured by

The Hamilton Manufacturing Company

TWO RIVERS, WISCONSIN

Eastern House, RAHWAY, N. J.

Hamilton Goods are For Sale by All Prominent Type Founders and Dealers Everywhere

BENNETT

TRADE MARK

BINDERSBOARD

Made in Canada

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Beveridge Supply Co., Ltd., - Montreal
The Brown Brothers, Ltd., - Toronto
Canada Paper Co., Ltd. - - Toronto
Clarke & Clarke, Ltd. - - - Montreal
W. V. Dawson, Ltd., - - - Montreal
John Martin Paper Co., Ltd. - Winnipeg
The Wilson-Munroe Co., Ltd., Toronto

Made in Canada by the largest fibre manufacturers in the British Empire



Can You Run 350,000

—With No Oiling Stops? —With No Replacements?
—With No Offsets? —With No Tympan Trouble?

CROMWELL
TYMPAN PAPERS

For Long Runs Without Interruptions—and if Good for the Long Run, they are so much better for the Short Run.

You had thought right along that it didn't make much difference **what** kind of Tympan Paper you used, but when the press foreman showed you the results of some close figuring he had been doing, you received a considerable shock.

"With ordinary cheap paper," he said, "we have to stop every so often to rub off. We lose time, waste oil, waste rags. Then after a run of a few thousand, trouble arises and we have to stop and remedy the packing. All this is losing time and costing the firm money."

CROMWELL Special Prepared TYMPAN PAPERS eliminate all these interruptions. Draw sheets are always tight—no swelling, and they need never be oiled. Ideal for book work and the highest grade of printing. Every roll is fully guaranteed. If any part is defective we will replace roll or refund money.

It Pays to Pay a Little More

AVAILABLE IN ROLLS OR SHEETS OF ANY SIZE THROUGH OUR CANADIAN REPRESENTATIVES:

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Toronto, Ontario
The John Martin Paper Co.
Head Office, Winnipeg
also Calgary and Edmonton

Smith, Davidson & Wright, Limited
Vancouver, B.C.
The Federal Paper Company
Montreal, Que.



The Monotype

ORIGINATED AND DEVELOPED

The Unit System—Whereby a known width-relation was established between all the letters of an alphabet and its capital "W".

Single-Type Machine Composition—Doing the same work as the old hand compositor, but doing it better and at higher speed.

The 225-Character Keyboard.

Hand-Corrections of Machine-set matter.

Copy-Fitting—A perfect system that fits every size and face of type.

Complete Non-Distribution—The greatest saving ever offered to the composing room.

Strip Rules, Leads and Slugs—Automatically cut to any length, for non-distribution.

Continuous-Strip fancy borders.

The One-Machine, One-Model Idea—Doing away forever with the old custom of buying a machine one year and trading it back the next year for a new model. *Yesterday's Monotype Is Always Ready for Tomorrow's Work.*

Ancient Hebrew complete machine composition.

Modern Chinese complete machine composition.

Monotypography—Restoring to the world, by means of its single types, an art that almost was lost.

New-Old Caslon—The best Caslon face ever cut in America.

Perfect Tabular Composition—The only system of tabular and tariff composition that is profitable.

High-Quad Cut-Mounting—A complete system for mounting cuts with the text that has reduced the cost of catalogue printing and increased the beauty of the product.

In the single-type lexicon of Monotype
there is no such word as "Imitate".

LANSTON MONOTYPE MACHINE COMPANY

PHILADELPHIA

NEW YORK CHICAGO BOSTON TORONTO BIRMINGHAM

MONOTYPE COMPANY OF CALIFORNIA · SAN FRANCISCO

The Barrett Adding, Listing and Calculating Machines are Merit-Proved and Monotype-Made. Portable, Noiseless, Proves the Work—PRINTS the Proof.

B in Boston August 28 to September 2. We are Exhibitors at the Boston Graphic Arts Exposition. Do not miss our display of Monotypes in operation.

360

In answering advertisements, kindly mention "The Canadian Printer and Publisher"—that's your introduction.

Two lines that you will appreciate!

CONSUMERS BOND

WATERMARKED MADE IN CANADA

CONSUMERS BOND is the oldest of the popular-priced sulphite Bonds on the market and it still occupies the foremost position, *having proven itself to be the bona for the consumer.*

CONSUMERS BOND is carried in all standard sizes and Weights in *white* and *nine distinctive colors*—blue, pink, buff, green, salmon, canary, grey, russet and golden rod. It is the ideal paper for Invoices, Statements, inter-office and factory forms and where distinctive colors are desired by the different departments to facilitate quick identification of the different forms.

Are you on our mailing list for Consumers Stock Card?

Waverley Linen Ledger

WATERMARKED (WHITE ONLY) MADE IN CANADA

WAVERLEY LINEN LEDGER is made expressly to meet the demands for a low-priced, yet satisfactory ledger paper, suitable for ledgers, blank books, looseleaf sheets, etc. It has an excellent writing surface; it rules well, it stands repeated erasures without injury to the surface of the paper.

ALL LEDGER PAPER SIZES AND WEIGHTS CARRIED IN STOCK

A Sample Sheet will enable you to realize the splendid value offered.

The WILSON —

DUNCAN STREET :

In answering advertisements, kindly mention "The Canadian Printer and Publisher"—that's your introduction.

HOLLISTON

BOOK CLOTHS

HOLLISTON FABRICS possess superior strength and wearing quality, combined with attractive appearance. They are easily stamped and worked in the Bindery.

Whether it be for SCHOOL TEXT BOOKS or any class of bookbinding there is a fitting and satisfactory binding at your disposal.

The following are two of their most popular lines specially suitable for economical binding of small book work and general job binding.

Rex Vellum

A low price cloth of splendid wearing quality. Can be had in a large range of colors in the

VELLUM FINISH ALSO IN THE T AND SILK PATTERNS

Sterling Linen

Specially manufactured to meet the demand for a Practical Binding cloth at a minimum price.

TWELVE COLORS IN THE LINEN FINISH ONLY

You are invited to consult us any time a Book Cloth question arises.

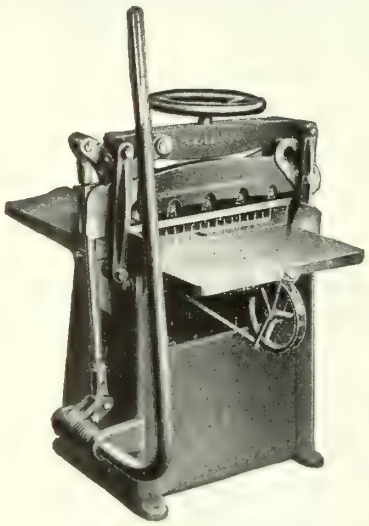
Sample Books Furnished

MUNROE CO. LIMITED

: TORONTO, ONTARIO

GOLDING PRODUCTS

Hand Lever Cutter



Made in 26 inch and 30 inch sizes

Golding Hand Lever Cutters are made in sizes of 26 and 30 inches. Cutting depth of each size is 3 inches. Balanced handle. Easy to operate.

Golding Tablet Presses hold up to 5,000 sheets of stock of size up to 8½ x 16 inches. Iron and wood construction. Screw clamp. An office requisite.

There are four sizes of the Boston Card Cutter. All complete with front, back and side gauges of steel. Frame is of cast iron. Knives are of best tool steel. Balanced handle. Table is of mahogany wood, nicely finished. Clean Cutting. Durable.

Tablet Press



The Boston Cutter

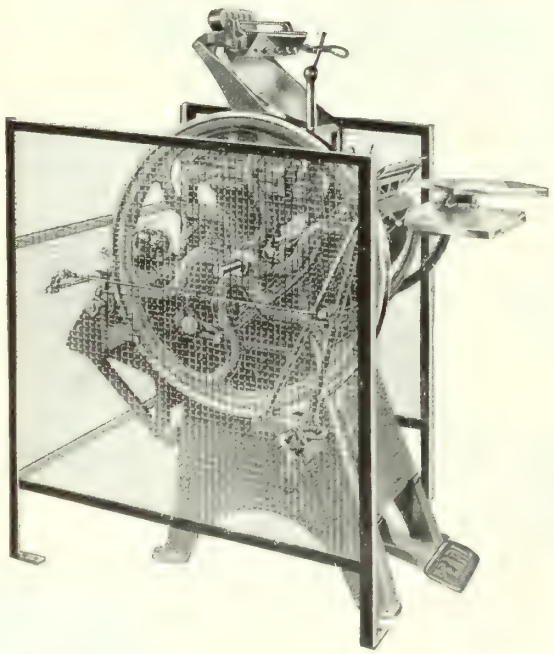


GOLDING MFG. CO., FRANKLIN, MASSACHUSETTS U. S. A.

We also manufacture the Golding Art Jobber, Golding Jobber, Pearl Press, Official Press, Golding Auto-Clamp and Hand Clamp Power Paper Cutters, Pearl Paper Cutters, Little Giant Lead and Rule Cutters and Official Card Cutters.

• EXHIBITOR •
Boston Graphic Arts Exposition
August 28 to September 2

INCREASE YOUR PROFITS with the PEARL PRESS



Illustrating the Improved Pearl Press, No. 11—7x11 inches, completely equipped for individual electric motor drive.

The Ideal Press for short runs on Small Forms of All Kinds

A Boy or Girl feeder on the Pearl Press will give you a greater daily profit on short runs of small forms than you can get from the same work done on the larger press.

The Pearl Press is easier to make ready, faster, easier to feed, and in every way the ideal press for handling the short runs of a great variety of small forms.

The first cost is small. The cost of maintenance is practically nothing. The operating cost is measured in cents per day.

Try a Pearl Press complete with fountain, counter, safety feed guard, motor attached and safety guard for fly-wheel and motor.

Golding Manufacturing Company
Franklin, Mass, U. S. A.

We also manufacture the Golding Art Jobber, Golding Jobber, Official Press, Golding Auto-Clamp and Hand Clamp Power Paper Cutter, Golding Hand Lever Paper Cutters, Pearl Paper Cutters, Boston and Official Card Cutters, Little Giant Lead and Rule Cutters and Golding Tablet Presses.

Colonial Bond

Selecting Paper with an eye to its fitness

Commercial Stationery—like clothing or furniture—should be chosen with equal consideration as to style, coloring and value.

The appearance of your business letter is just as important as your own personal appearance.

"COLONIAL BOND" is a superior, tub-sized, rag content stock with that finish—that appearance of quality which proclaims its fitness for many commercial purposes. It is made in white and colors by The Rolland Paper Company, Limited, Montreal, makers also of "Superfine Linen Record," "Earnscliffe Linen Bond," "Empire Linen Bond" and "Mount Royal Bond."

Your enquiry brings a sample by return mail.

The "R Shield" Watermark

x x x x x "The Ink Pump System, which, had we believed certain advisers, we would never have installed, has proven one of the most phenomenal successes of this very fine machine. This system is above value where evenness of printing is so essential. It meets every varying speed and is most effectively automatic."

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And New Zealand
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BOX 1902 G.P.O. SYDNEY
Cable Codes: Bentleys
Telegraphic Address
Smithweekly, Sydney

SMITH'S WEEKLY PUBLISHING CO. LTD

IMPERIAL ARCADE CASTLEREAGH STREET

SYDNEY, : April 28th, 1922.

E.Lufft, Esq.,
Rep. for Messrs.R.Hoe & Co.,
58, Margaret Street,
Sydney.

My dear Mr.Lufft,

I think it is only fair that your Principals in America should know what a wonderful record has been put up by the Quad we purchased and installed in January 1921.

The Press has run like a watch and has not given us one moment's trouble. We never had a trial run but laid the foundation, erected the machine and, instead of wasting paper on a trial, put on 32-page paper - full capacity for the machine - and ran off 70,000. From that time on it has produced "Smith's Weekly" and within the last few hours has completed a run of 147,000 . 28-page papers in 16 hours with 90 reel changes.

You will thus realise our urgent need for a second press for which you now hold our order and I think it is up to your people in America to go for their lives on the new press in order to lessen the burden its sister machine is carrying.

I think we have been most fortunate that in the first place we decided upon a Hoe and that the construction should have been such that we have been able so far to rely upon it to perform what one could only describe as an unfair task.

I may say that the Ink Pump system which, had we believed certain advisers we would never have installed, has proved one of the most phenomenal successes of this very fine machine. This system is above value where evenness of printing is so essential. It meets every varying speed and is most effectively automatic. Since we started we have saved all the ink in the pans and in 18 months' running we have not collected 3 quarts.

I don't think there is another machine in the world that would have stood the test this one has been put to. At the time we placed our order we did not know that "Smith's Weekly" would leap ahead like it has but we feel now that we made the very best choice and were, when the extraordinary demand came, in a position to handle it with the most perfect machine money could procure.

Yours faithfully,

Robert C. Packer.

Managing Director.

The Hoe Patented Automatic Ink-Pump Distribution—the Greatest Advance in Newspaper Press Construction since the introduction by R. Hoe & Co. of the Triangular "Former" Folder—is now applied to all Hoe Superspeed and Unit-Type Presses.

R. HOE & CO.

504-520 Grand Street, New York City

827 Tribune Building
CHICAGO, ILL.

109-112 Borough Road
LONDON, S. E. 1, ENGLAND.

7 Water Street
BOSTON, MASS.



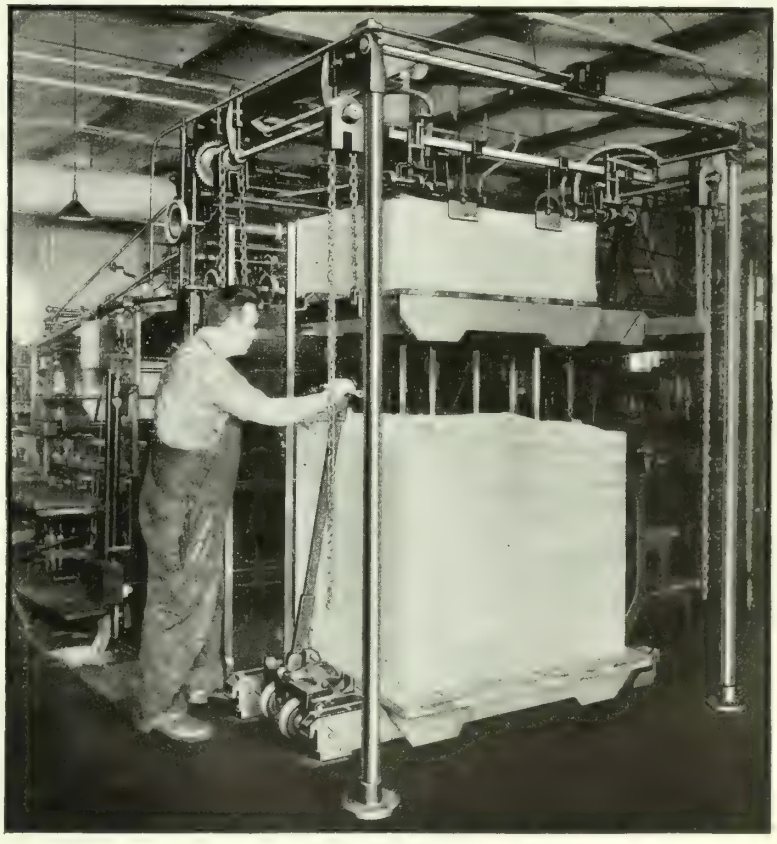
Eliminate 3 to 5 Stops Per Hour

LARGE sheets and heavy stock can be handled in only small lifts on your hand fed cylinder. Three to five press stops an hour for reloading hand feed board cuts 1½ to 2 hours a day off the running time of the press.

The Truck loading feature of the Dexter Suction Pile Feeder solves the stock handling problem and enables you to get the product of a 10-hour day in 8 hours out of your pressroom. Reduction of stock waste comes as a natural result.

"The Suction Pile Feeders are a revelation. Spoilage is nil. We're saving money. I figure that the economy of the Suction Pile Feeders will pay cost of installation in a short time. Our operators are happy and we are completely satisfied."

W. F. PRIOR COMPANY, INC.
HAGERSTOWN, MD.



The Dexter Truck Loading Suction Pile Feeder

Is designed for all sizes of two-revolution presses, offset and lithographic presses, and cutting and creasing presses. It feeds to accurate register the widest variety of stock from French Folio to heavy card-board as fast as the press can deliver.

There are more Cross and Dexter Feeders in use throughout the world than all other makes combined

DEXTER FOLDER COMPANY · 28 West 23rd Street, New York

Folders, Cross Continuous, Dexter Suction and Dexter Combing Pile Feeders

CHICAGO PHILADELPHIA BOSTON CLEVELAND ST. LOUIS DALLAS ATLANTA SAN FRANCISCO

"ROYAL RECORD"

A Strictly Number One Grade

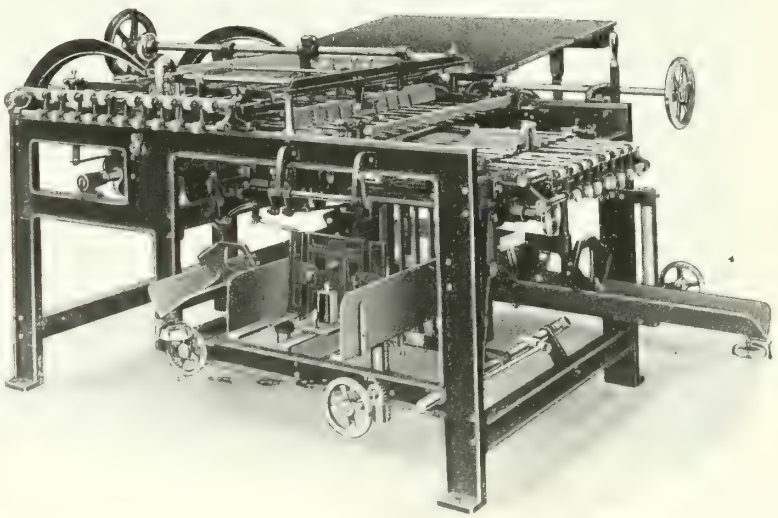
WE NOW CARRY THIS LINE IN BOTH GLAZED AND UNGLAZED FINISH AND HAVE ADDED FOUR COLORS----GOLD, BLUE, RUSSET AND PINK.

COMPLETE SAMPLE BOOKS WILL BE MAILED TO YOU ON REQUEST

FRED W. HALLS PAPER Co. LIMITED
GOODS SOLD TO THE TRADE ONLY
TORONTO

Built to Save You Time and Labor

THE BROWN FOLDER



This "Togo" No. 135 Catalogue Folder is the outcome of thirty-eight years' experience in the one specialty of manufacturing paper folding machinery. It has five sets of folding rolls. The two first sets are parallel to each other, the remaining three being at right angles. It folds both regular and oblong work. Folds 6, 8, 10, 12, 16, 24 and 32 pages in single sections or in "gangs." Sizes 33 x 45 to 14 x 21; 38 x 50 to 20 x 30.

Simple and sturdy, it unfailingly handles every operation required of a folder, in the least possible time. It is saving time and labor whenever it is in use.

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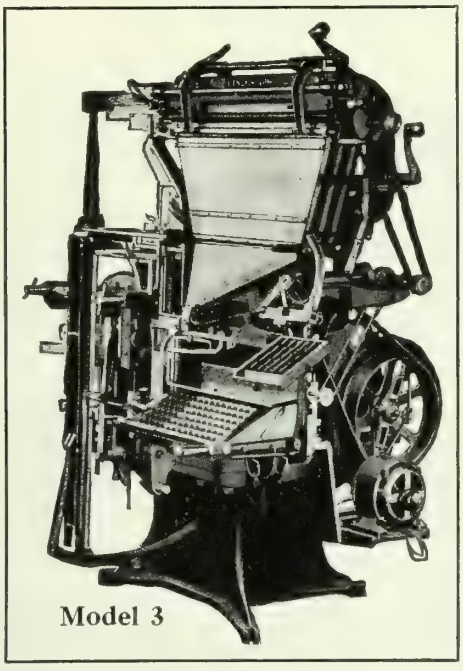
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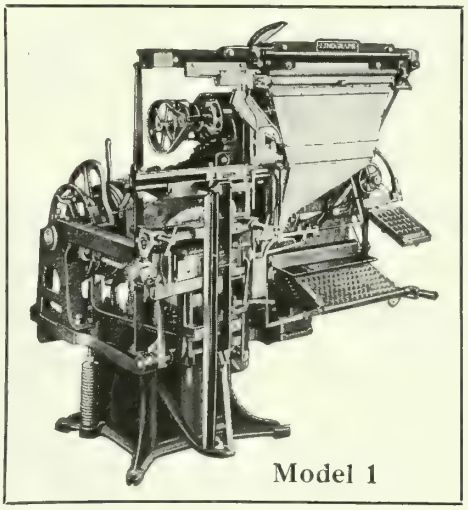
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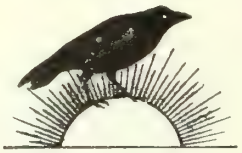
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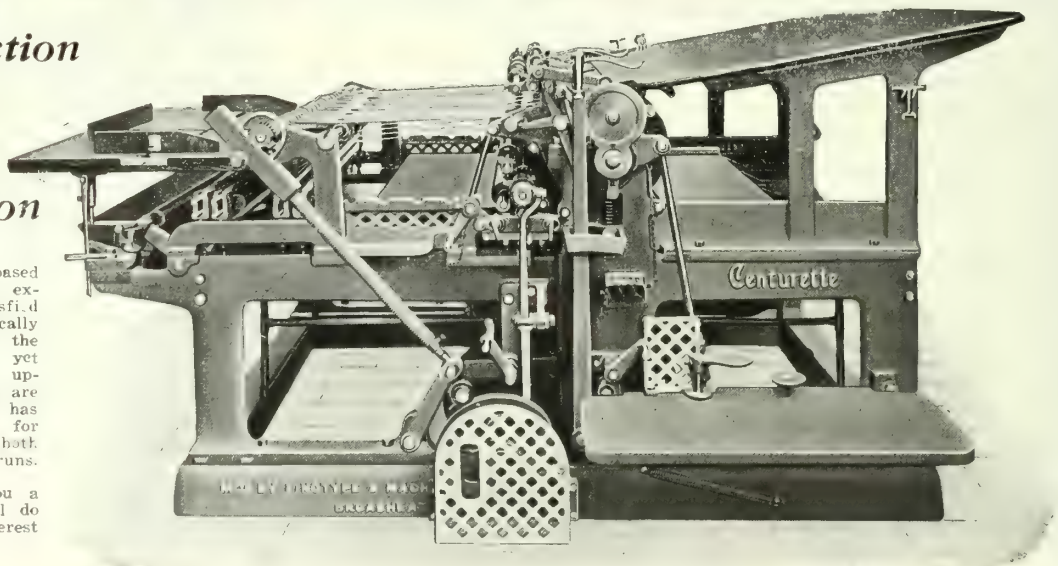
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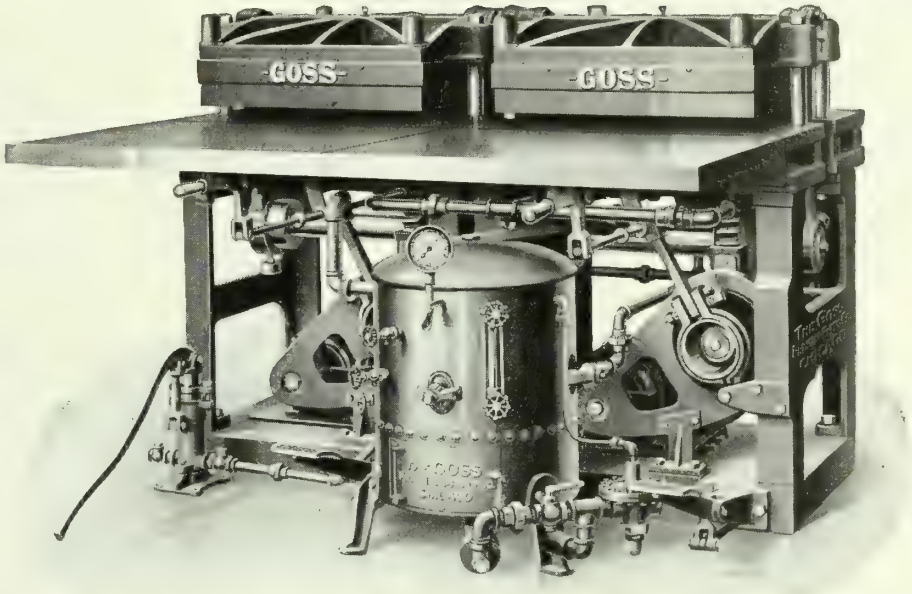
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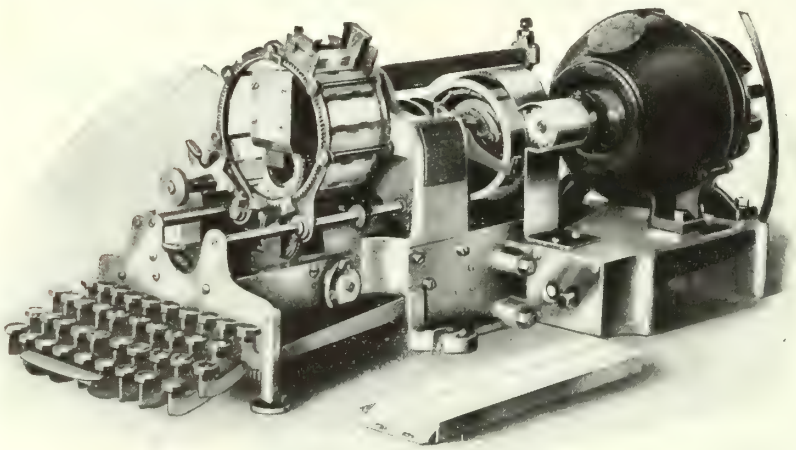
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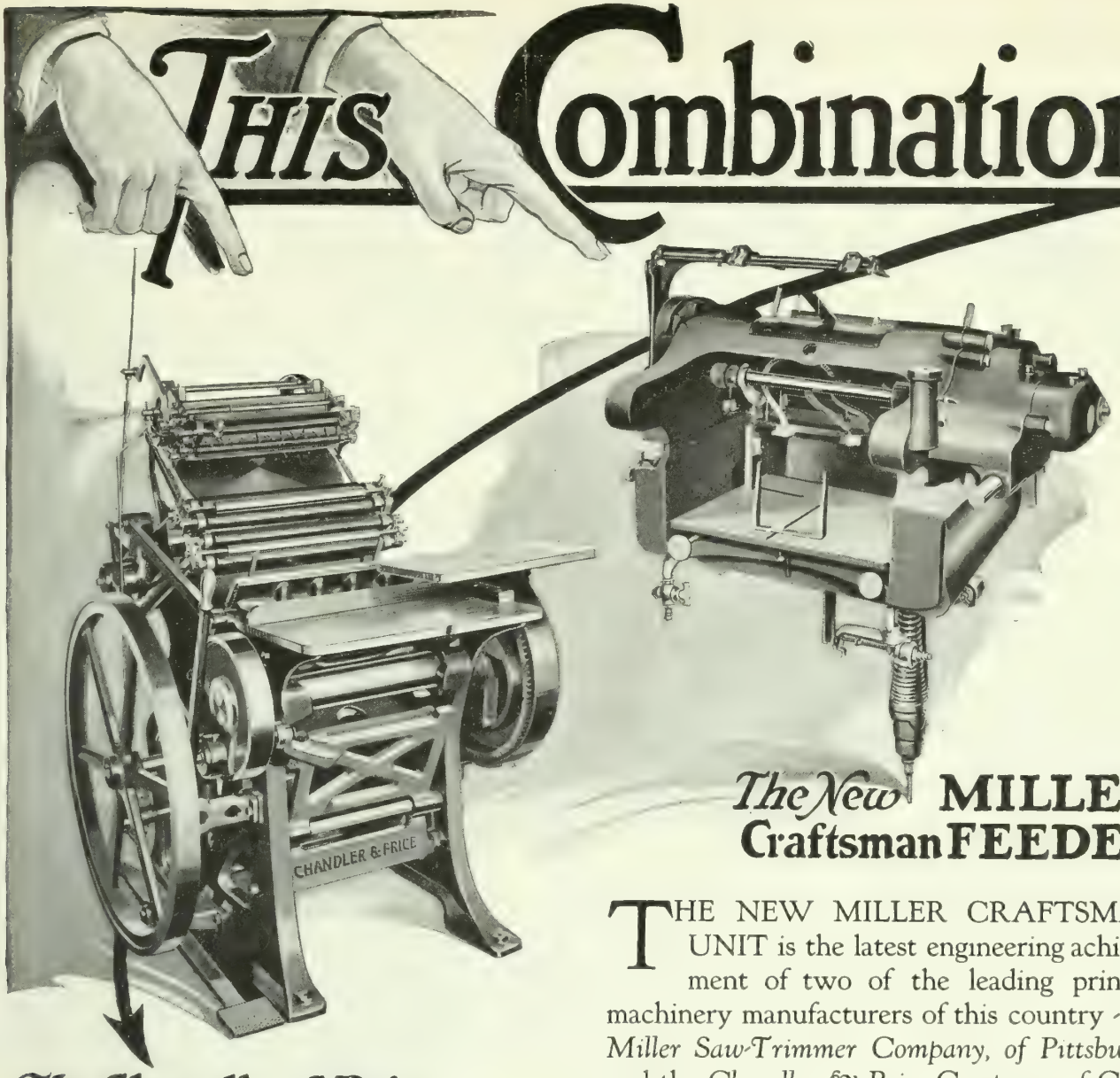
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The New MILLER Craftsman FEEDER

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The Chandler & Price CRAFTSMAN 12X18 Press

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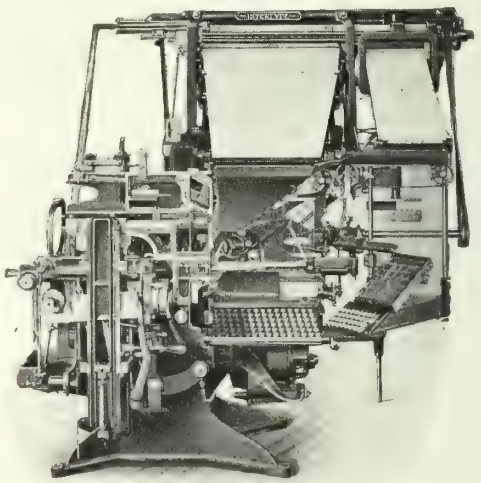
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Clen Mathers Press	Montreal, Que.
J. J. Pratt	North Bay, Ont.
Saturday Night	Toronto, Ont., 3
W. R. Phillips	Toronto, Ont.
Thompson Bros.	Toronto, Ont.
Boden Press	Vancouver, B.C.
J. G. Willard	Lloydminster, Sask
Daily Telegram	Windsor, Ont., 4
J. J. Cook	Beeton, Ont.
Standard Publishing Co.	Toronto, Ont.
The World	Cobourg, Ont.
J. E. Fullerton	Brampton, Ont.
J. H. Noble	Swan River, Man.
Free Press	London, Ont.
Murray Printing Co.	Toronto, Ont., 2
Telford & Craddock, Ltd.	Toronto, Ont.
Ontario Press	Toronto, Ont.
Curry & Spiller	Toronto, Ont.
A. G. Smith	Wingham, Ont.
The World, Ltd.	Vancouver, B.C., 2
Advertiser	London, Ont.
Patterson Pub. Co.	Meaford, Ont.
The Mercury	Guelph, Ont., 2
Recorder	Gore Bay, Ont.
Fleming Pub. Co.	Owen Sound, Ont.
Macoomb Press	Toronto, Ont.
H. J. Cave	Uxbridge, Ont.
H. J. Roche Prtg. Co.	Edmonton, Alta.
W. A. Letson	Lunenburg, N.S.
Westmount News	Westmount, Que.
G. Mitchell	Oakville, Ont.
Reformer Pub. Co., Ltd.	Oshawa, Ont.



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Volume XXXI. TORONTO, JULY, 1922 Number 7

Paper Box Manufacturing

Importance of the Industry Shown at Convention of Canadian Association at Montreal—Allied to the Printing Industry

AN ALLIED branch of the printing industry of Canada that has attracted the close attention of the business realm of the country in recent years is that of paper-box making. A few years ago the paper box makers of Canada could be counted on the fingers of two hands. To-day the fingers of sixteen or more hands would be required to enumerate the firms engaged in the manufacture of paper boxes and the several adjuncts of the business. Looking back two scores of years we find three paper box factories in operation in Toronto. Now there are in the neighborhood of twenty, a number of them large concerns and worthy of a place in the ranks of the leading manufacturers of the city.

To obtain a proper appreciation of the growth, extent and importance of the industry in Canada to-day, let us behold the Canadian Paper Box Manufacturers' Association at their seventh annual convention, which took place in Montreal June 26 and 27. The convention was held at the Windsor Hotel, commencing on Monday morning at 10 o'clock and concluding Tuesday evening with a banquet and dance at the Clarendon Hotel, St. Anne de Bellevue, on Lake St. Louis, which is just outside of Montreal.

The convention brought together the members and associate members of the association from most of the provinces—for there are box makers now in nearly all the large cities of the Dominion—and a number of visitors were in attendance from across the border. Many of the delegates too, were accompanied by their wives, and when the names on the registration roll were counted the attendance was brought up to three figures; to be exact 111. This total hardly represents the attendance at the various functions, as the number was considerably augmented by friends invited by the Montreal delegates to take part in the entertainment features of the program; and let it be said now that the entertainent provided by the entertainment committee was par excellence, and according to the tradition of Montreal hospitality.

Box makers and their friends know how to enjoy themselves. They also know when and where to draw the line and attend to business. The slogan of the Association is "Advance"—advance in business. Thus the business session of the convention saw a representative number of delegates in attendance eager to improve their knowledge. There was ample reason for a good attendance. On the program appeared a number of speakers who were expected to have messages of more than ordinary importance, and expectations, it may be said, were fully realized to the satisfaction of the most critical minds.

The addresses throughout the convention were of a high order and replete with appropriate instruction. Eminent men of the paper box industry of the United States were among those who addressed the meetings. They included the celebrated and versatile writer and speaker Robert Salade, of Philadelphia; and Ernest R. Spaulding of the Cambridge Paper Box Company, Cambridge, Mass; also B. B. Towne, secretary of the Waxed Paper Manufacturers' Association, of United States.



C. WINTER BROWN
Elected President of the Canadian Box Manufacturers' Association for the ensuing year.

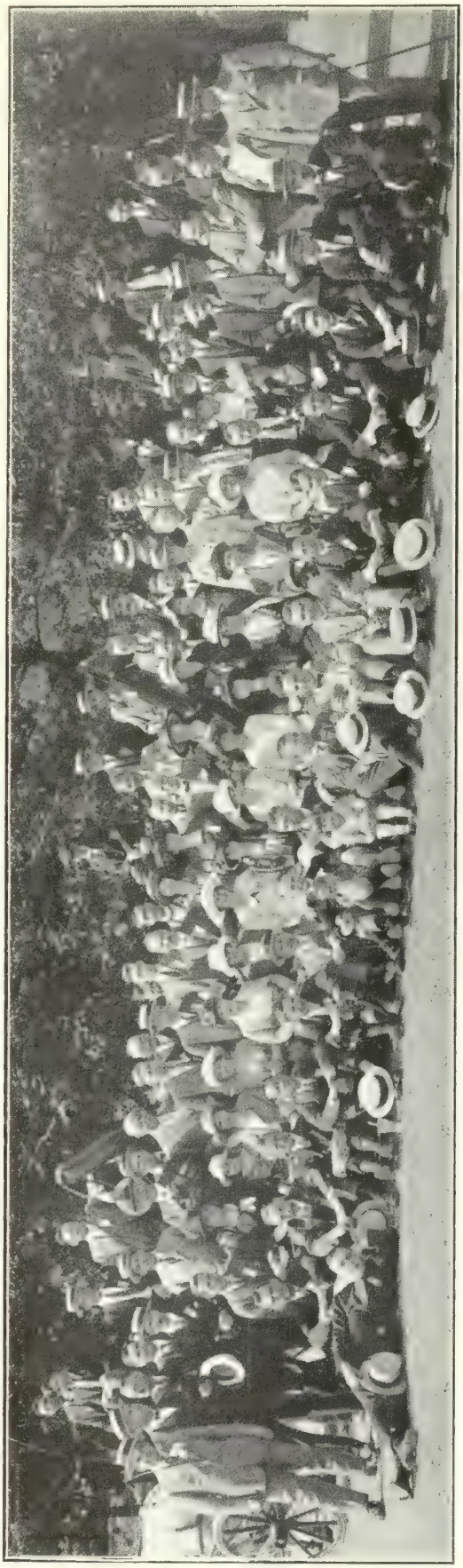
The Canadian Paper Box Manufacturers' Association, too, may boast of several able speakers. Among those heard at the Convention, were president, C. N. Moisan; secretary-treasurer, S. J. Frame; F. A. Fielder, Art Harries, David F. Robertson, C. T Reid, and W. P. Bennett.

President C. N. Moisan opened the meeting with a report of the activities of the Association during the past year.

Following president Moisan, Rev. Canon Shatford, Montreal, gave an eloquent address, an address which will long live in the memory of those who were privileged to listen to his inspiring message.

Rev. Shatford's subject was "Making the Best of Present Conditions." He said, in effect, that there always has been a tendency toward exaggeration. It is a fault of human nature. Do not overestimate or underestimate conditions, said Rev. Shatford. Face the facts, study them. meet them, overcome them.

There is nothing altogether new in conditions of to-day. The problems confronting the people of the world now are similar to the problems that have been faced over and over again throughout the various stages of the world's history. Human history has moved in cycles down through the ages



GROUP OF CANADIAN PAPER BOX MANUFACTURERS AND THEIR WIVES, TAKEN AT BEAUTIFUL MOUNT ROYAL DURING CONVENTION. THE PICTURE WAS TAKEN AFTER AN ENJOYABLE CAB DRIVE TO THE SUMMIT OF THE MOUNTAIN.

to present times; a period of years of plenty, then a period of lean years, ever and anon.

What is the cause of these recurring cycles good and bad times? People become indolent and inefficient and spoiled with luxury and ease. The results are inevitable. We see them in conditions of to-day and the days that have just passed.

Happily, out of conditions of adversity men are born who guide the world back to sane conditions of life. Gladstone and Lincoln and other greater leaders accord examples of this fact. There are leaders to-day who will see us through existing conditions and again prosperity shall be with us.

It should be the aim of business men to stabilize prosperity, and this is only possible through just dealing, men among men, summed up in the justness and quality of the service they render to each other.

The elements of prosperity, continued Canon Shatford are usually considered to result from the combining of the following elements.

1—Raw Material.
2—Labor.
3—Capital.
4—Intelligence

But these elements are not enough to provide for stable conditions, enduring prosperity.

Behind the tools and instruments must be the elements of quality. These elements consist of:

1—Integrity. It was when this element was born that civilization began—when men began to place confidence and trust in each other.

2—Self-control. When men know how to control their passions and appetites.

3—Faith. When men have faith in the future and the cause they represent. This is the day when men should have faith in Canada. Everything that is great has been founded on faith, and everything that is to be great too will be founded on faith.

4—Quality of Service. The colleges of the country afford a fine example of high quality of service. Colleges are maintained for service. Ninety per cent. of the Colleges in existence one hundred years ago still endure, proving the stability that comes from service.

What of business enterprises and their enduring qualities? Only 5 per cent. of the business houses in existence one hundred years ago exist to-day according to statistics.

Let business men incorporate the elements of integrity, self-control, faith and service with the elements termed raw material, labour, capital and intelligence. Then we will be making the best of present day conditions and build a new and enduring prosperity.

Canon Shatford prefaced his address with a humorous play on the word "box" giving the experience of a Frenchman's first visit to England. The Frenchman, who was none too well acquainted with the English language was completely "floored" in being confronted with the many uses found for the word "box" in every-day English speech, such as boxing a compass, buying a ticket for a box in a theatre, attending a boxing match, sitting in a carriage box and getting ones ears boxed.

Address by President Moisan

After one of the most strenuous years that our trade has experienced since its inception I have the honor of welcoming you all to our good City of Montreal and sincerely hope that your short sojourn amongst us will be both instructive and pleasant.

During the year just ended, our Association has been true to its slogan "Advance" as you will note by a few of the activities that I shall enumerate.

BOARD PRICES: In November last the Association lodged a protest against the increase which the mills made about that time in the price of cheaper grades of Board, the Association basing its objection on the fact that the stability of prices previously in force was inspiring the public with confidence to buy, and that the increase would have a reactionary effect by upsetting, the stable feeling had arisen. As the result of the Association's protest, the advance in prices was withdrawn.

MARKING ACT: The Association has, in a vigorous manner, made representations to the Minister of Customs towards the application of the Marking Act on paper boxes

and paper cartons. There is reason for hoping what when the government repeals the Marking Act and introduces Orders-in-Council applying the principle of the Marking Act to certain articles, paper boxes and paper cartons will be included.

MAXIMUM NUMBER OF HOURS OF WORK PER WEEK: Recently, the Ontario Government introduced a bill which would have placed absolutely in the hands of the Ontario Minimum Wage Board, the determining of the maximum number of hours of labour per week for female help. The Association, through the secretary, with other public bodies protested against this measure, and as the result of such protests the measure has been satisfactorily modified.

SCHEDULE OF PIECE-WORK RATES: The schedule of piece-work rates was drafted as authorized at the last convention, a copy of which was addressed to all members of the Association, and which has been highly commended.

STANDARD SIZES OF SHOE BOXES: At the last convention, your president was delegated to take up with a representative of the Shoe Manufacturers' Association the matter of standard sizes of shoe boxes. A table of sizes has since been adopted by the Shoe Manufacturers' Association and a copy of said table was addressed to all the members of our Association with a letter of recommendation for its adoption. It is my wish that this matter should be taken up in detail during the present convention.

During the past year I am sorry to say that our active membership has decreased slightly, but this is more than offset by the value of the additions which have been made. On the other hand our Associate membership has increased.

BUSINESS OUTLOOK: There is no doubt that the worst of the slump is over and that an improvement in most industries has set in, but we must bear in mind that the process of recovery will be slow and gradual for some little time to come.

We must be prepared to work out our own industrial salvation until a more stable feeling asserts itself in the business world. We are now facing the future with more confidence than we have felt the last couple of years, but there is one danger we will avoid if we are wise and that is the danger of accepting the leadership and guidance of those who ignorantly believe that we have completely adjusted ourselves and our methods to meet future problems.

In closing, I must thank my fellow directors and members of committees who have so cheerfully and freely given of their time and money in the interests of the Association.

An Address on Costs

"Costs and its relation to Present-day Conditions," formed the subject of an enlightening address by Ernest R. Spaulding of Cambridge, Mass., on the first day of the Box Manufacturers' Convention. "This subject, 'costs' is second to none in importance in the business world to-day," said Mr. Spaulding, "but the surprising thing about it is the indifference shown by many toward the subject; so many are satisfied to guess rather than to establish the means to know what their product costs. Such business is like a ship without a rudder.

"Industry, it may be said, is primarily for the purpose of profit. Incidentally, it creates those material things that make up the world's wealth. Admitting this to be a fact, what is it that should command our attention as soon as we embark on a voyage of industrial activity? Nothing less than the COST of the product which we have selected as a medium by which we shall obtain that desired profit.

"Even before we start to construct our organization we must stop and consider whether a profit is obtainable and to do this our first attention is directed to the probable cost of the article to be produced. In fact, cost is the foundation stone upon which the organization is built, and which, to a large degree, determines the character of our organization: and cost also continues to be the determining factor throughout the life of the organization. It directs its future growth by indicating the need of new methods and the discarding of old ones from time to time to keep pace with competition and progress.

"Our cost system, be it good or indifferent, becomes not only our chart and compass, but the barometer whose rise and fall influences our daily actions. Because of the magnitude of the hazard of business in these days no one can afford not to have a true knowledge of his costs, that he may be assured of the proper basis upon which his profits are to be acquired. At the present time margins of profit are so small that a slight variation in the selling prices means the difference between success and failure.

"Speaking in particular of the 'Paper Box Industry,' in the old days this business was more localized, methods of manufacture were more crude, there was less competition and while the volume was small the ratio of profits was sufficiently large to permit considerable guessing as to the costs of production and still show a reasonable profit. To-day all this has changed, modern machinery has been installed resulting in huge production and low cost, cheap transportation facilities have made the concern 100 miles away our neighbor and competitor, both these features mean that business must be conducted on a *quantity* basis with meager margins of profit, for it is an axiom that lowered costs result in smaller margins of profit, increased volume of output being depended on to yield the necessary gross total.



C. N. MOISAN
Retiring President of the Canadian Paper Box Manufacturers' Association, who presided at the Convention at Montreal.

"When the cost and selling price are constantly converging as they are to-day cost is the *all* important factor and should be watched with an eagle eye."

Mr. Spaulding then went on to show how a true knowledge of costs by the industry as a whole would stabilize prices in the paper box making industry. He also pointed out and went into details to show how a knowledge of costs strengthens credit, establishes self-confidence, and establishes the confidence of the customer in the box manufacturer.

The address throughout evidenced the speaker as a master of his subject.

Clean Food Movement

O. B. Towne of New York spoke on the "Clean Food Movement" and what it meant to the Canadian paper box maker. He estimated that there was at least $450,000 worth of business being done in Canada by the old bulk method of handling commodities which should be done up in paper boxes through virtue of cleanliness. The commodities included sugar, wheat, coffee, rice, prunes and other articles now to a great extent sold in bulk form. These articles should be done up in paper boxes, and it is the purpose of the clean food movement to bring about this desirable condition.

There is economy as well as cleanliness in goods done up in cartons, according to Mr. Towne. He was prepared to prove this, relating how he entered a store in New York and

asked for five pounds of sugar done up in five one pound boxes. It took four minutes by stop-watch time to serve the sugar from bulk, and only twenty seconds to serve it in prepared package form. Thus economy in clerk hire was demonstrated, a fact which self-service stores appreciated and were quick to take advantage.

Mr. Towne urged immediate action on the part of the Canadian Paper Box Manufacturing Association in getting behind the clean food movement in Canada.

New Ideas

The address by Robert F. Salade, of Philadelphia, the second day of the convention contained a lot of good and practical material. His address was entitled. "New Ideas in Folding Boxes, Cartons and Set-Up Boxes," and was illustrated with appropriate exhibits. Mr. Salade told about the remarkable advertising campaign inaugurated about a year ago exhorting everybody to "eat more raisins." The public followed this advice, then came that tempting five-cent raisin package. "Some idea of what this advertising campaign means to the paper box industry may be gleaned from the fact that orders for more than 300,000,000 of smallsize folding boxes were placed last year," said Mr. Salade, "and orders were also placed for millions of display containers."

Mr. Salade explained very thoroughly how the raisin packages were made and printed, and then pointed out the large field for business open for exploration of the progressive box maker. He gave credit to the Rudd Paper Box Company of Toronto, for originating many new and successful designs in paper boxes, including the famous "Weston's Noah's Ark" animal biscuit package.

Mr. Salade spoke of complete service and pointed to a numver of firms in the States who rendered this class of service to their customers. By the term "complete service," he meant a paper box manufacturer who is capable of designing new styles of paper boxes, and of handling all the details of the work from the original design to the finished product, and he was convinced that the average paper box manufacturer is in a position to do this work successfully.

"Every paper box manufacturer, no matter what the size of his plant may be, should have a printing department," declared Mr. Salade. "With a printing department you are in a position to produce original designs for paper box wrappers, box tops, and so forth. The speaker then made references to automatic machinery, the advertising value of paper boxes and the unlimited field for "cutouts" that existed. Concluding his address, Mr Salade said: "The paper box industry is really a combination of several great industries, embracing paper making, printing, lithographing, engraving and steel die stamping. And, the modern paper box manufacturing concern is also an advertising agency, capable of planning complete advertising campaigns for buyers of paper boxes. The business world is waiting for your ideas. Now is the time of all times to advance!"

NOTE—Further reference to the convention is made toward the back of this issue.

Officers Elected for Ensuing Year

Canadian Paper Box Manufacturers' Association

President: C. Winter Brown, The D. F. Brown Paper Box and Paper Co , St. John, N.B.

Vice-President: J. B. Lawrason, Lawrason-Doughty Co., Toronto.

Secretary-Treasurer: S. J. Frame, Toronto.

Directors: L. J. Adjutor Amyot, Quebec; B. Sproule, Toronto; G. Hancock, Galt.

Next Convention

Niagara Falls, Ontario, was selected as the place for the Convention of 1923. The sessions will be held at the Clifton House.

Names Registered at Box Makers' Convention

One hundred and ten names or more were entered upon the roll at the registration office at the seventh annual convention of the Canadian Paper Box Manufacturers' Association at Montreal, June 26 and 27. The names included active members and associate members and their wives. The list follows:—

S. J. Frame, secretary-treasurer, Canadian Paper Box Manufacturers' Association, Toronto; J. Gouldthorpe, Standard Paper Box Co., Montreal; C. Winter Brown, D. F. Brown Paper Box & Paper Co., St. John, N.B.; E. B. Collett, Collett-Sproule, Toronto; M. I. Griffin, Standard Paper Box Co., Montreal; J. B. Lawrason, Lawrason-Doughty Co., Toronto; F. F. Arnoldi, Canadian Paper Board Co.; J. Harry Hooke, Brown Bros., Toronto; W. P. Bennett, Rudd Paper Box Co., Toronto; G. Hancock, Galt Paper Box Co., Galt; David Brown, J. L. Morrison Co., Toronto; George Reid, Ontario Paper Box Co., Toronto; H. Breckenridge, Dominion Envelopes & Cartons, Toronto; E. R. Colbert, Brampton Paste and Gum Co.; Wm. M. Eager, Hamilton Paper Box Co.; Chas. F. Taylor, Ritchie & Ramsay, Toronto; James W. Tresidder, Tresidder Bros., Hamilton; C. N. Moison, Standard Paper Box Co., Montreal; H. A. Nicholson, Canadian Printer and Publisher, Toronto; F. W. Fisher, F. W. Fisher Co., Toronto; F. A. Fielder, Fielder Paper Box Co., Toronto; F. R. Daykin and R. J. Sharp, Milwaukee Lace Paper Co.; Duncan H. McDermid, Somerville Paper Box Co., London; Wm. J. Feldcamp, Canada Glue Co., Brantford; W. J. Hampel, Hampel Paper Box Co., Brantford; T. M. Barrington and W. E. Frankish, Empire Paper Box Co., Montreal; James T. Venables, Chas. W. Williams & Co., Montreal; D. E. MacVannel, Business Publications, Toronto; B. Sproule, Collett-Sproule, Toronto; J. H. L. Patterson, Miller & Richard, Toronto; G. W. Stephenson, Stephenson Paper Box Co., London; T. George Whiteside, Stratford Paper Box Co.; Louise Lefebvore, King Paper Box Co., Montreal; L. P. Morrison, Automatic Paper Box Co., Toronto; C. T. Reid, Chas. Reid & Co., Hamilton; J. A. Marshall, Canadian Nashua Paper Co., Peterboro; James A. Northey, Telfer Paper Box Co., Toronto; Allan Manchester, Regal Paper Box Co., Toronto; A. Harries and R. A. Harries, Canada Paper Box Co., Montreal; J. A. Moisan, Standard Paper Box Co., Montreal; J. L. Constantineau, King Paper Box Co., Montreal; A. G. Allen and Thos. J. Allen, Paper Sales Limited, Toronto; M. F. McKay and R. H. Owen, York Paper Box Co., Toronto; J. L. Bourke, Canadian Nashua Paper Co.; Alidor Favreau, Acme Paper Box Co., Winnipeg; T. T. Brown, Thomas Bonar & Co.; W. J. Hood, W. E. Scott and A. Boehmer, Gummed Papers Limited, Brampton; Robt. L. Brayley, Miller Bros. Co.; James Logie, Chas. E. Whitten and David F. Robertson, Canadian Paper Board Co., Montreal; Robert Minkow, Hobbs Manufacturing Co.; C. B. Pearsall and A. M. Claffee, M. D. Knowlton Co., Rochester; A. B. Meredith and L. R. Binmore, Meredith-Simmons Co., Toronto; M. Campbell, Miller Bros. Co.; Martin Feybush, New Jersey Machinery Corporation; H. H. Hawkins, Canada Paper Co.; Otto P. Schultz and Paul G. Schultz, Hyde Park, Boston; George A. Todd, International Paper Box Machinery Co.; E. F. Cook, Samuel R. Parry Co.; N. V. Morrison, W. J. Bell & Co.; C. De Wold Reid, Montreal; C. A. Morris, Frankfort; N. H. McCullough, Brompton Pulp and Paper Co.; Rev. Allan P. Shatford, Montreal; R. V. Rain, Canada Glue Co., Brantford; C. M. Prescott, A. E. Long & Co.; R. Griffith, Vickers Limited, Montreal; W. W. Miller and Ernest Kerr, Miller Bros. Co.; H. F. Bassett, Union Paste Co.; Harry Edwin Roden, Shears, New York; E. D. Falkenberg, Marshall Ball and R. T. Thorn, Price Bros. & Co., Quebec; Ernest R. Spaulding, Boston; O. B. Towne, New York; Joseph Ford, Jr., Portneuf; Robt. Salade, Philadelphia.

The following ladies were registered:—

Mrs. J. Gouldthorpe, Mrs. M. J. Griffin, Miss D. Chapman, Mrs. H. Breckenridge, Mrs. C. N. Moisan, Mrs. F. W. Fisher, Miss L. A. Fisher, Mrs. W. J. Feldkamp, Mrs. W. J. Hampel, Mrs. T. Barrington, Mrs. W. E. Frankish, Mrs. J. H. L. Patterson, Mrs. Martin Feybush, Mrs. Otto P. Schultz, Miss Avis G. Thomas, Mrs. C. T. Reid, Mrs. McCullough, Mrs. J. A. Northey, Mrs. Allan Manchester, Mrs. J. L. Constantineau, Mrs. Robt. Salade.

Greatest of All Printing Exhibits

And Most Comprehensive Educational Gathering in the History of the Craft Booked for Boston, September 28th to August 2nd

By E. W. CALKINS
President, Boston Graphic Arts Exhibition

PLANS for the third annual convention of the International Association of Printing House Craftsmen, which will be held in Boston, August 28th to September 2nd, 1922, are well under way. In connection with the convention, there will be an exhibit of printing and a graphic arts exposition, showing equipment for printing and allied industries in actual operation.

At the convention held in Chicago last year which was attended by delegates from the Craftsmen's clubs located in Albany, Baltimore, Boston, Buffalo, Chicago, Cincinnati, Cleveland, Columbus, Des Moines, Dayton, Detroit, Fort Worth, Grand Rapids, Harrisburg, Kansas City, Milwaukee, Montreal, Newark, New York, Omaha, Philadelphia, Pittsburgh, Richmond, Rochester, Scranton, St. Louis, Toledo, Topeka, Toronto, Trenton and Washington, an extensive trade educational program was presented to the assembled executives, which has been pronounced the best ever available in the industry. Addresses by recognized authorities were given sincere attention, and the association reproduced them for circulation among its members. Reports from delegates showed surprising results obtained by lectures and practical demonstrations held by local clubs in composing rooms, press rooms and binderies during the year.

The convention directed local clubs to hold annually in their respective cities educational exhibits of printing and appointed a committee to formulate programs for such exhibits. Standardization of working standards in all departments was given considerable consideration, cylinder press packing receiving special attention.

The exposition, which was held in the same building as the convention sessions, was pronounced by the press and the trade as the largest and most satisfactory in the history of the industry. Despite the extremely hot weather over 60,000 persons attended. As admittance was by ticket, distributed only to persons identified with the printing trade, this attendance seemed remarkable. Exhibitors were impressed with the keen and intelligent interest shown by the visitors in the exhibits. As one exhibitor aptly expressed himself, "It was the kind of an exhibit we always hoped for, but never expected to see."

One of the most interesting developments was the genuine regret evidenced by printers who failed or neglected to visit the Chicago Exposition. Despite the publicity in the trade journals and elsewhere, the immensity and value of the show was not appreciated generally until it was ended. It had been the intention of the International Association to hold its business and educational conventions annually and to plan for expositions at intervals of three or five years. The enthusiastic praise of those who attended impressed their trade friends to such an extent that at the meeting of the International Board of Governors, held at Toronto in October, it was decided to approve an exposition in connection with the 1922 convention at Boston, it being announced then that this precedent did not indicate any desire or intention of approving expositions in connection with succeeding conventions.

It was believed that all or nearly all who attended the Chicago exposition would consider it advisable to attend the Boston exposition because of the value received in 1921. Thousands of printing office executives located in the Eastern states will also arrange to be there, appreciating as they do now the opportunity such a gathering and exposition affords for education in trade progress and practices and equipment.

The Boston Club of Printing House Craftsmen, which was organized in 1912 and now has about 400 members, has engaged the entire Mechanics Building containing over 100,000 square feet of space available for the convention, the exposition of equipment and the exhibit of printing. This magnificent building was erected for exposition purposes and is one of the largest and finest in the world. Accommodations and conveniences for exhibitors and visitors are complete and convenient. The convention hall is located in the north side of the building and is large and beautiful. The exhibit spaces have been arranged by Chester I. Campbell, who has for many years conducted the Food Fair, the Textile Exposition, the Shoe Trade Show, the Auto Show, and many other large high-class expositions.

Committees are now planning for the business of the convention, and for the comfort and entertainment of the delegates and visitors, anticipating an attendance of over 100,000 during the week. An itinerary manager is preparing details for the transportation and care of delegations from all cities represented in the International Association.

Boston is well supplied with good hotel accommodations, and as the beach hostelries will be available during the week of the convention, visitors may secure reservations along the shore of the ocean, forty miles of which stretch themselves north and south of Boston, being reached by street cars, steam railroads, autos or first-class steamers.

New England, with its mountains, its hundreds of fine lakes, and its hundreds of miles of wonderful bathing beaches, affords summer pleasures which attract thousands every year from all parts of the United States and Canada. Some of the most attractive automobile trips in America are near Boston.

The combination of the greatest printing exhibit ever held, the most comprehensive educational gatherings of the craft, and the many historical, scenic and industrial attractions of New England should justify the belief of the Boston Club of Printing House Craftsmen that August 28th to September 2nd will be the most impressive and probably the largest assembly in the history of the printing trade.

All plans are based upon this belief, which is shared by all who are connected with the industry in this section.

Ben Franklin's birthplace awaits his followers with open arms.

Severs Connections With the Associated Advertising Clubs of the World

The Advertising and Sales Club of London, Ontario, has decided to severe its connection with the Associated Advertising Clubs of the World. In the future the club will work in the interest of London, and Canada as a whole.

The matter was introduced by President George Clark, who stated that he had received a letter from New York recently, asking him to write President Harding of the United States requesting that the president attend the annual convention of the Ad Clubs in Milwaukee. Mr. Clark was also asked to use influence with the "senators in his state."

Mr. Clark thought that the New York office might possibly know a little more about their affiliated clubs and mentioned the fact that at a convention two years ago it was suggested that the territory occupied by Canadian clubs be split up and taken over by the nearest U.S. clubs.

"We should put our efforts toward the affiliation of the Advertising Clubs of Canada," declared Mr. Clark amid applause. "We will have Hamilton, Toronto and London as a nucleus to work upon, and we will get just as much benefit out of the convention as if we were members. If our club had a reserve to work upon it would be all right, but we should not to prodigal in sending our money across the line. Sixty-eight members at $1.50 a year, means something to our finances and this money is going to the A.A.C. of the World. A Canadian affiliation would be better for all."

A motion moved by H. B. Muir and seconded by Mrs. E.C. Bowker, "that we dissociate ourselves from the A.A.C. of the World," was carried amid applause.

Radio Epidemic In Alberta

Calgary Herald Has Installed a Powerful Broadcasting and Receiving System; Gives Complete Service to City and Province

STANDING clear to the view of everyone for many miles about Calgary, on top of the stately Herald ten-storey building, is the Daily Herald Radio Broadcasting Aerial installation.

The Calgary Herald claims the distinction of being the first newspaper in Western Canada between Winnipeg and Vancouver to install a radio system.

The big dailies of Western Canada never do things by halves. The Herald is among the big ones; its broadcasting and receiving plant is right up to the minute. Calgary and Alberta was virgin territory for radio-telephony when the Herald entered the field toward the end of April. The enterprise consequently attracted a tremendous amount of attention in the city and in the province.

Radiophones and their possibilities were hardly known in Alberta previous to the announcement of the Herald's plans but the people on the prairies were quick to appreciate radio practicability and scope and at once a radio epidemic swept over the country.

get daily market reports and weather reports as well as all the important news of the city, the province, the Dominion, and the World.

"Install us a radio aerial just as quickly as you know how on The Herald Building" was the order given at noon, on Thursday, April 27, to the firm of Burrell and Basevi, of Calgary. By 7 o'clock on Saturday evening the installation was complete and later the strings of colored lights announced to Calgary and the surrounding country that the largest and most complete radio aerial in Western Canada was erected and ready for work in the record time of two days and a half.

"You have one of the best radio stations in America," was the comment made by G. J. J. Jermain, of Portland, Ore., who has been superintending the installation of the radio set."

As soon as the order was given, work on the installation was commenced, and while an immense amount of material was being assembled ready for the job, the carpenters were busy boring into the roof of The Herald building.

By Friday afternoon the steel poles for the aerial were



RADIO OPERATORS TUNING UP—HERALD BROADCASTING STATION.

Albertans are now thinking in terms of radio, and the Herald seems to be the bureau of information for a great part of the province. A typical instance is related. A young farmer entered the office of the Herald shortly after the radio system had been installed. He said: "I live 125 miles from the city and forty miles from the railroad. My neighbors have sent me to Calgary to find out all I can about Radio. We are going to buy a real tip-top receiving set. Radio is going to transform the life of the farmer and we intend to be in on the ground floor."

Another man from a small town in Alberta represented the business men of his community who had raised $400 to buy a receiving set.

These instances could be multiplied in showing the popularity of the radiophone and how closely allied it is to newspaper service, for it is upon the newspaper that owners of receiving sets depend and will likely continue to depend for radio news and entertainment.

Radio is moving forward at top speed in Alberta, because the population is, to a large extent, rural. Cities are few and far between and the railroads are widely separated. Hence, radio tends greatly to ameliorate the loneliness of the tillers of the soil. They can be entertained with concerts; they can

hoisted to the roof. They went up in sections and were welded together. The big job was stepping the masts into the holes prepared for them. When it is realized that the weight of the pole, when the sections were welded, amounts to 1,300 lbs. each, the magnitude of erecting such a weight on the roof of a building the height of the Herald, can be well imagined.

Stands Seventy-one Feet

There is a spread of 70 feet between the two poles, and in the erection of the poles a wind pressure of 50 lbs. to the square foot had to be reckoned with. The eight large cables which support the poles will withstand the enormous wind pressure of 2,000 lbs. each.

Once the work of installation commenced in The Herald, there were scores of visitors, all keenly interested and anxiously enquiring how the work was proceeding. One of the visitors, who happened to drop in during the week, informed The Herald that he was a traveler and had just come in from the country. He said that all the farmers and business men he came in contact with were all radio mad, and everyone was enquiring about the costs of receiving sets, and how long it takes for installation.

Sharp at 8.30 on Tuesday evening, May 2, G. J. J. Jermain,

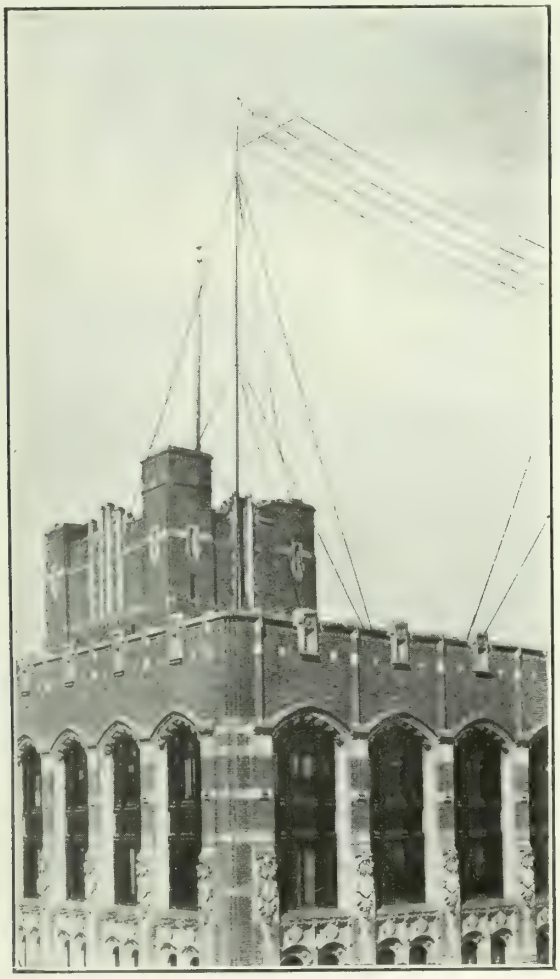
The Herald radio expert, placed his fingers on the connecting switch, in the receiving set installed in the board of trade rooms, and instantly the clear sounds of the piano could be heard. The large audience, packed into the building, listened attentively, and every note was clearly heard.

Then came the voice of O. L. Leigh-Spencer, advertising manager of The Herald, introducing Frank R. Freeze, president of the board of trade, who would perform the opening ceremony.

There was a pause for a few moments, then clearly, through the ether, a voice, "One moment, please." Then a slight buzzing sound, indicating the tremendous power of the waves, so close to the room, carried in swelling crests through the air, and reaching inward and downward to the waiting assembly, through a simple piece of wire. The thought was terrific, and yet commonplace. Then came a voice, speaking, clear in its syllables, every word plain and distinct; it was the president of the board of trade, and his voice was recognizable at once to all in the room who knew him. A Herald representative, seated at the back of the room, was able to take down the words as he spoke. He said:

The Spoken Word

"From the beginning of time up to one hundred years ago, the transmission of the spoken word depended upon the volume of the speaker's voice, and news of great events was

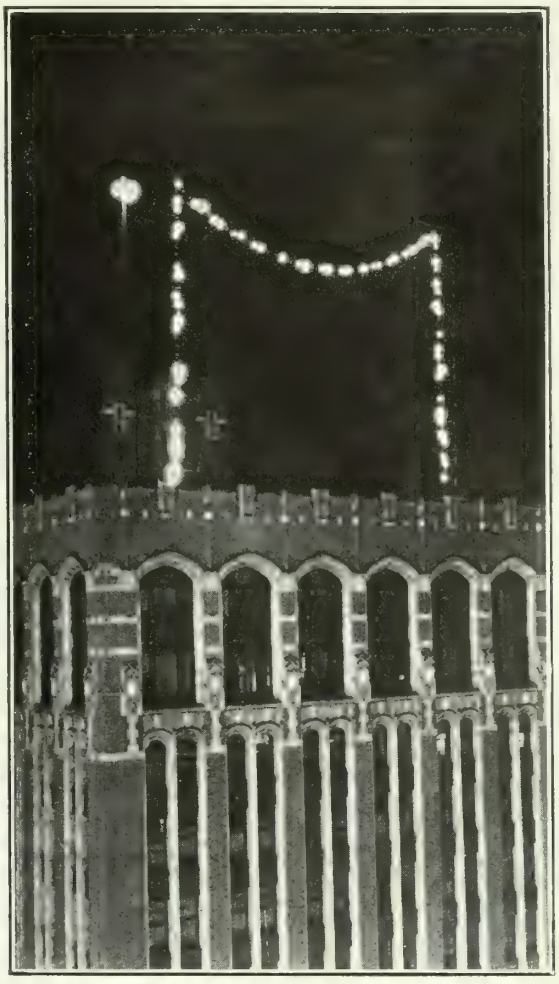


THE ROOF OF THE HERALD BUILDING, SHOWING THE AERIAL INSTALLATION.

conveyed by men traveling on foot, on horseback and across the waters by boats or sailing ships. Armies were gathered by means of signal fires from the mountain tops.

"Thousands of years saw very little change and even at the time of the battle of Waterloo, history tells us of the success achieved by a financier who outdistanced all others in conveying to London the news of the battle and the great turning point in the history of Europe.

"At the beginning of last century, the telegraph came into use. Later on, the telephone, followed only a few years ago by the transmission of wireless messages; and then in recent years, the talking machine, making it possible to transmit to limited audiences, songs of the world's greatest artists. In the words of the talking machine advertisement, 'The voice



THE FIRST NIGHT THE AERIAL WAS UP IT WAS STRUNG WITH COLORED LIGHTS TO LET THE PEOPLE OF CALGARY KNOW THE STATION WAS IN OPERATION.

of Jenny Lind is forever still; the voice of Caruso will live forever.'

"The voice of man, once heard just so far as the power of his own lungs would carry it, and that within the memory of the present generation, is now heard for hundreds of miles through the air, carried by a mysterious power, which, like the salt, unplumbed, estranging sea, is still a mystery to man and his ingenuity.

A Great Invention

"And now in this City of the Foothills, where but a few years ago the buffalo and Indian roamed at will, we are celebrating another great invention; and speaking through the broadcasting machine, located on the top floor of The Herald building, to you, assembled as I am told you are, in the club rooms of the board of trade in the Lougheed building, I declare The Herald radio station duly opened, and congratulate The Herald and those associated with the enterprise."

Applause greeted the brief but splendid little address of Mr. Freeze and then it was announced that a concert would be given for an hour and the audience settled themselves back to listen, satisfied that here was the latest and best radiophone activity.

The programme of entertainment consisted of seven numbers. The clarionet solo by George Ridley, a fantasia on "Rocked in the Cradle of the Deep" was one of the particu-

larly clear selections, as was also the piano solo by Gladys Foster, the violin solo by Joe Marks, and the cornet solo by Thomas Morris. At the conclusion of the programme the national anthem was played, and the performance ended. For some time after that, however, the audience was able to hear very plainly the conversation carried on by G. J. J. Jermain and W. W. Grant, of High River.

The Herald brought into being the first radio club in Calgary, which is now actively moving along, with meetings every week, attendance averaging one hundred. It has been in touch with many points in the United States. In addition to broadcasting, the Herald has installed its receiving set in all the High schools in Calgary at different times, for the benefit of the students, as well as many other public bodies, homes, hospitals and institutions. There is a musical programme given every evening, made up from gramaphone records or contributed by local singers and musicians. Every afternoon concerts are given, interspersed with news items, sports results, market quotations and other things of interest.



THE BROADCASTING STATION IN THE HERALD BUILDING SHOWING BROADCASTING SET, OPERATORS, ORCHESTRA, ETC.

Rulings Respecting Sale Tax

A DELEGATION composed of representatives of the Toronto Typothetae and the Graphic Arts section of the C.M.A., Montreal, interviewed the Department of Customs and Excise at Ottawa, July 10, regarding the Sales Tax Act affecting printers. The tax, when first introduced, affected printers with an annual business turnover of $3,000. This amount has now been increased to $10,000.

According to information supplied by the secretary of the Toronto Typothetae, W. A. Sutherland, the delegation were given to understand the Sales Tax Act is now in effect as follows:

All printers with an annual turnover over $10,000 (based on the year 1921) are required to collect a 4½ per cent. tax on all sales to a retailer and 2¼ per cent. to a wholesaler or manufacturer who will resell.

There are three exceptions:

(1) Where the material (paper) is supplied there is no tax—the intention of the Act not being to tax labor. Ink is incidental and not considered "material."

(2) Art work, if segregated from engravings, is not taxable either from the studio or engraver to the printer or the printer and his customers.

(3) A printer when doing work for another printer (with a Sales Tax License) and supplying material must collect 2¼ per cent. When the buying printer supplies the material there is no tax.

It is necessary that the tax charge shall appear as a separate item on the invoice.

The delegation represented the Trades and Legislative Committees of their respective organizations and included the following members: A. L. Lewis and W. A. Sutherland, Toronto Typothetae; Henry Upton and T. B. Bell, Graphic Arts Section, C.M.A., Montreal.

Interviews were held with the Minister of Finance, Hon. Mr. Fielding, and S. W. Hobart, of the Department of Customs and Excise, also A. J. Veit, chief clerk.

During their interview with the Hon. Mr. Fielding the delegates brought to the attention of the Minister the advisability of Canadian Marking Act in respect to printed and lithographed matter. A strong appeal was presented by the delegation, the justness of which was admitted by the Minister of Finance, and due consideration of the Marking Act for printed and lithographed matter was promised.

New Manager Appointed

The Canadian National Newspapers and Periodicals Association has appointed W. F. Harrison to succeed M. J. Hutchinson as Secretary and Manager of the Association, effective July 1st.

Mr. Harrison has for the last three years represented the Grain Growers Guide and United Farmers Guide in the eastern Canadian field, having also had considerable previous experience on both Canadian and American newspapers, trade and farm papers. For a number of years, Mr. Harrison lived in the West, where he was connected with the Publicity and Land Departments of the Grand Trunk Pacific Railway. He was also formerly advertising manager of the Winnipeg Telegram.

Samuel G. Goss Dead

Samuel George Goss died June 29th at his home at Glencoe, Illinois. Mr. Goss was one of the founders of the Goss Printing Press Company, of Chicago, and for many years he was president of the company that bears his name. He was one of the best known printers in the United States and was the inventor and patentee of many designs that have meant much for the development of the newspaper press of to-day. Mr. Goss received his start as a practical printer, and out of this experience grew his desire for improvement of the presses which he knew.

Offset Printing Explained

Results Achieved in Printing on Tin Led to Successful Experiments in Offset Printing on Paper

IF THERE is one branch of press work more than another that seems to be shrouded in mystery it is offset printing. Pressmen of even long experience who know all about other methods of printing are often found possessing but a superficial knowledge of the offset method. The process is comparatively new and may be said to be in a stage of development. Growing in popularity due to excellent results achieved, offset printing forms a highly interesting subject. It formed the subject of an instructive address by E. W. Hendrick, Superintendent of the firm of Rolph-Clark-Stone Limited, Toronto, at the June meeting of the Toronto Club of Printing House Craftsmen. A good attendance of members were on hand and Mr. Hendrick's remarks were received with rapt attention. Samples of work were shown by the speaker and the method by which they were produced minutely explained.

The speaker prefaced his subject with a review of the early history and invention of lithography, to which offset printing is closely related. Lithography in colors calls for extreme exactness. The presswork must be accurate and colors must be chosen with great care. Offset printing, too, requires a maximum of care and skill. Very fine grade of lithography from stone is seldom produced with less than eight colors while splendid effects in offset printing may be produced with four to six colors depending on the nature of the sketch.

The lithographic art is based on the fact that water and grease do not mix. Lithographic stones, possess peculiar absorbing qualities, so that when a drawing or transfer with greasy ink is put upon the stone it absorbs them. This, when properly treated by skilled workmen with a preparation of nitric acid and gum arabic permits the printing of the drawing or transfer, as the case may be, in any color desired, so long as a uniform dampness is maintained over the entire surface of the stone. The proper amount of dampness is very essential. The roller in passing over the moist surface of the stone really brushes the slight film of water away from the drawing, which is of a greasy nature, allowing the ink rollers to feed the work. This enables us to print from lithographic stones the finest tints, transferred from engravings, crane drawings, air-brush or stipple work.

Owing to expense and general inconvenience of lithographic stones there has been a constant endeavor to find a substitute. Zinc was one of the materials to attract attention owing to its greasy nature. After much experiment zinc was found to answer the purpose. Then came the problem of a suitable surface to hold the drawing or the transfer and at the same time find a chemical that would prevent the plate taking ink where it was not required. To secure the proper surface to hold the drawing and the correct amount of moisture it was found necessary to put a fine grain on the plate. At first this was accomplished by a nitric acid or alum bath, but a better method was discovered by placing the plate in a tray, sprinkling the plate with an abrasive material and running glass alleys over the surface, the tray being given an eccentric motion. This operation makes a pebbie grain on the plate which holds a minimum of water and enables the finest kind of work to be printed from rough surface stock on rotary presses.

After the discovery of methods for producing the proper grain for the plates then came the problem of finding a chemical that would prevent the plate from taking ink over the entire surface. This problem was solved by treating the plate with a solution of chromic phosphoric acid and gum arabic.

It may be mentioned here that aluminum plates when used are treated in the same manner as zinc plates.

The step from lithography to offset printing was somewhat in the nature of a discovery. For some time the users of tin containers used paper labels. Then someone conceived the idea of printing the labels directly upon the tin. This method proved faulty owing to the unyielding printing surface of the tin. It was found, however, that an impression first put upon rubber, then transferred to the tin gave very satisfactory results.

Attractive designs in several colors were secured in printing on tin and the results secured led to experiments in printing on paper by the same method.

The first attempts at offset printing on paper were made by an experimenter by the name of Hubbel. He at first achieved only crude results, but they were sufficiently good to stimulate more interest and further investigation into the possibilities of securing satisfactory printing on hard bond papers without the difficulties attending lithographed work. In lithographic stone presses it is difficult to get the right results without dampening the paper. This is slow and tedious. By the offset process these difficulties are eliminated and the most desirable results are secured on the hardest and roughest papers from the finest of engravings.

The offset press has three cylinders; viz: (1) the plate cylinder to hold the printing plate, which is strapped around the cylinder, it being made of very thin and pliable zinc or aluminum; (2) the blanket cylinder, which is covered with a very finely-made rubber blanket of uniform thickness; (3) the impression cylinder, which carries the paper around and allows the impression to come from the rubber to the paper.

It is quite possible to print from a photographic print put upon the plate. This method is employed in many cases in color printing and it does away entirely with hand transferring.

When the plates are kept free from oxidation large editions may be run off without difficulty. The plates must at all times be kept damp. At the same time they must not be allowed to become covered with water. The proper amount of moisture is very essential to the success of the process. When a press is stopped for any length of time, a solution of gum arabic is employed to maintain the proper condition.

The speed of an offset press ranges from 2,000 to 5,000 an hour; for ordinary commercial printing the speed is usually 3,000 an hour; color work is run off at a speed of 2,000 to 4,000 depending on the grade of work and quality of stock.

Great strides have been made in offset printing. It is now possible to print in halftone by direct photography which was never done before, and the offset method permits printing on coarse paper as well as highly coated paper with excellent results.

While great progress has been made there is still room for improving and developing the process. Improvement will come through the introduction of more suitable papers and inks.

New Scale of Wages for Toronto Newspaper Printers

An increase of three dollars per week is secured by the printers employed by the Toronto newspapers under an agreement recently signed after several weeks' negotiation. The agreement, which will extend for two years and nine months, or until March 31st, 1925, makes the scale $43.50 per week for the employes of the morning papers and $41 for those on the evening papers. The latter also secure a reduction of one and a half hours in the work-week, which will now consist of 46½ hours instead of 48 while the morning paper men remain on the 45 hour week basis. The other conditions remain the same as those called for under the old agreement.

New Firm in Toronto

The Richmond Press, Limited, has been organized in Toronto, and has been granted an Ontario charter empowering the company to carry on a general printing and publishing business. The capital stock of the company has been placed at $300,000.

MINIMUM PRINTING PRICE LIST

OF THE OTTAWA VALLEY PRESS ASSOCIATION

LETTER HEADS—20 lb. Bond at 17½c.

	250	500	1000	2000
7 x 8½	4.00	5.25	7.25	11.00
8½ x 11	4.25	5.75	8.25	13.00

BILL HEADS

No. 5—5½ x 8½	4.00	5.00	6.75	10.25
No. 7—7 x 8½	4.00	5.25	7.25	11.00
No. 11—8½ x 11	4.25	5.75	8.25	13.00
No. 14—8½ x 14	4.75	6.50	9.75	15.25

NOTE, MEMO HEADS and STATEMENTS

5½ x 8½	4.00	5.00	6.75	10.25

ENVELOPES

7's at $1.70	2.25	3.25	5.50	9.50
8's at $1.80	2.25	3.50	5.75	9.75

TICKETS

Without Coupon, 100, $1.75; Addl. C's, 50c.
With Coupon, 100, $2.25; Addl. C's 50c.

BUSINESS CARDS

	100	250	500	1000	2000
No. 63 at $1.50 per M.	2.00	2.75	3.75	5.75	9.50

VISITING CARDS

50, $1.25; 100, $1.75; Black bordered 50% extra.

WINDOW CARDS

	1	10	25	50	100
¼—11 x 14	2.00	5.50	5.75	6.25	7.25
½—14 x 22	2.75	7.00	7.50	8.25	9.50
Full—22 x 28	3.50	9.00	9.75	11.00	14.00

CIRCULARS

	100	250	500	1000	2000
Note—5½ x 8½	2.75	3.50	5.50	7.25	10.50
Letter—8½ x 11	4.75	5.50	7.00	10.00	15.50

DODGERS

1-32—4½ x 6	2.00	2.25	2.75	4.00	6.00
1-16—6 x 9	2.50	3.00	3.75	5.00	7.25
1-12—6 x 12	2.75	3.25	4.00	5 50	7.75
⅛—9 x 12	3.25	4.00	5.00	6.75	9.75

OPEN DISPLAY POSTERS

	25	50	100	250	500	1000
¼—12 x 18	4.75	5.00	5.25	7.25	10.00	14.75
1-3—12 x 24	6 00	6.50	7.00	9.25	12 50	18.25
½—18 x 24	6.75	7.50	8.50	11 25	14 75	21.75
Full—24 x 36	9.00	9.75	10.50	14.50	20 75	31.50

AUCTION SALE BILLS

	25	50	100	200
¼—12 x 18	5.50	6.00	7.00	8.00
1-3—21 x 24	6 25	6.75	8.00	8.75
½—18 x 24	6.75	7 50	9 00	9 75

MERCANTILE POSTERS

	100	250	500	1000	2000
¼—12 x 18	9 25	10 50	13.00	17 50	21 75
½—18 x 24	14.75	17.00	20.25	26.75	34.00
Full—24 x 36	17.50	21.25	27.00	36.50	47.25

PRINTING BILLS OFF ADVTS.

⅛—9 x 12	1.75	2.25	3.00	4.50	8.00
¼—12 x 18	2.00	2.50	3.75	6.00	10.00
½—18 x 24	2.50	3.25	4.75	7.75	13.75

INVITATION CARDS

	25	50	100	200
3¼ x 4¼	3.75	4.25	5.00	6.25

Envelopes, 1 cent each extra

WEDDING INVITATIONS

	15	25	50	75	100
$1.50 Stock	4.25	5.00	5.75	6.75	7.75
$2.00 Stock	4.75	5.25	6.00	7.50	9.50

AT-HOME CARDS

	25	50	100	200
3¼ x 4¼	3.75	4.25	5.00	6.25
4 x 5	5.50	5.75	6.25	8.25

FUNERAL NOTICES

	15	25	50	100
Note Size	2.00	2.25	2.75	3.25
Letter Size	2.25	2.50	3.00	4 00

MEMORIAL CARDS

	12	15	25	50	75	100
	2.50	2.75	3.25	4.00	4.75	5.50

Envelopes, 1 cent each extra

GOVT. POSTCARDS

	100	250	500	1000	2000
Stock Supplied	2.50	2.75	3.25	4.25	6.25

PRIVATE POSTCARDS

7c Stock	3.00	3.75	5.00	7.75	12.50

BUTTER WRAPPERS

	50	100	250	500	1000
$2.10 Stock	1.25	2.00	2.50	4.00	6.25

SHIPPING TAGS

	500	1000	2000
2 at 82c—single	3.25	4.50	7.00
3 at $1.03	3.25	4.75	7 50
4 at $1.18	3.50	5.00	8.00
5 at $1.31	3.50	5.50	8.25
6 at $1.47	3.75	5.50	9.00

	4000	5000	6000	8000	10000
2—Gangs	11.25	13.00	14.75	17.50	20.25
3—Gangs	12.25	14.25	16.25	19.50	22.50
4—Gangs	13.25	15.50	17.75	21.50	25.00
5—Gangs	14.00	16.25	18.50	22.50	26.25
6—Gangs	15.00	17.50	20.00	24.50	28.50

ROUTE CARDS

	25	50	100	200
14 x 22	10.50	12.25	14.75	19.00
Folders, 7 x 7½	7.00	7.50	8.50	10.25

RECEIPT and ORDER BOOKS

	250	500	1000	2000
3¼ x 8½—with stub	5.00	5.75	6.50	8.75
3¼ x 14—with stub	6.00	7.25	9.50	12.75
3¼ x 8½—Duplicate	6.50	8.50	12.50	20.25

BALLOTS

3 names or less, 250 Ballots, $3.75; Each additional name 25c.; additional 100, 25c.

PRIZE LISTS

$2.75 per page for 200 copies and 20c. per page additional for each extra 100 copies 8 pt. type.

FINANCIAL STATEMENTS and AUDITORS' REPORTS.

Size of page 5½ x 8½, type 24 ems by 40 ems. 200 copies $2.75 per page. For each additional 100 add 20c. per page. Cover to count as four pages.

VOTERS' LISTS

12c. per name for 200 copies. Set without down rules and with ¾ inch blanks. Minimum price at least $3.00 per page.

BOOKS, PAMPHLETS, CONSTITUTIONS, BYLAWS, MINUTES, Etc.

100 copies, 8 point soliid, $2.50 per page, 25c. per page additional for each 100 copies.

ADVERTISING AUCTION SALES

50 cents per inch for first insertion; 25 cents per inch for subsequent insertions.

"COST AND SELL"

Of Average Town Publisher in Ontario and East
MAY 1st, 1922

TIME	Hand Composition		Machine Composition		Paper Cutter		No. 1 Press 10x15		No. 2 Press 14x22		Cylinder Press		Bindery	
	cost	sell	cost	sell	cost	sell	cost	sell	cost	sell	cost	sell	cost	sell
05	.15	.19	.17	.21	.10	.13	.09	.11	.10	.13	.20	.25	.08	.10
10	.30	.37	.34	.42	.20	.25	.18	.22	.22	.27	.40	.50	.16	.20
15	.44	.55	.50	.63	.30	.38	.26	.33	.32	.40	.60	.75	.24	.30
20	.59	.74	.67	.84	.40	.50	.35	.44	.42	.53	.80	1.00	.32	.40
25	.74	.92	.84	1.05	.50	.63	.44	.55	.54	.67	1.00	1.25	.40	.50
30	.88	1.10	1.00	1.25	.60	.75	.52	.65	.64	.80	1.20	1.50	.48	.60
35	1.03	1.29	1.17	1.46	.70	.88	.61	.76	.74	.93	1.40	1.75	.56	.70
40	1.18	1.47	1.34	1.67	.80	1.00	.69	.87	.86	1.07	1.60	2.00	.64	.80
45	1.32	1.65	1.50	1.88	.90	1.13	.78	.98	1.00	1.20	1.80	2.25	.72	.90
50	1.47	1.84	1.67	2.09	1.00	1.25	.87	1.08	1.00	1.33	2.00	2.50	.80	1.00
55	1.62	2.02	1.84	2.30	1.10	1.38	.95	1.19	1.18	1.47	2.20	2.75	.88	1.10
60	1.76	2.20	2.00	2.50	1.20	1.50	1.04	1.30	1.28	1.60	2.40	3.00	.96	1.20

COMPLIMENTS OF THE CENTRAL CANADIAN, CARLETON PLACE, ONT

"COST AND SELL"

Of Average Town Publisher in Manitoba and West
MAY 1st, 1922

TIME	Hand Composition		Machine Composition		Paper Cutter		No. 1 Press 10x15		No. 2 Press 14x22		Cylinder Press		Bindery	
	cost	sell	cost	sell	cost	sell	cost	sell	cost	sell	cost	sell	cost	sell
05	.19	.23	.21	.26	.13	.16	.11	.14	.13	.17	.25	.31	.10	.13
10	.37	.46	.42	.52	.25	.32	.22	.28	.27	.34	.50	.62	.20	.25
15	.55	.69	.63	.79	.38	.47	.33	.41	.40	.50	.75	.94	.30	.38
20	.74	.92	.84	1.05	.50	.63	.44	.55	.53	.67	1.00	1.25	.40	.50
25	.92	1.15	1.05	1.31	.63	.79	.55	.69	.67	.84	1.25	1.56	.50	.63
30	1.10	1.38	1.25	1.57	.75	.94	.65	.82	.80	1.00	1.50	1.88	.60	.75
35	1.29	1.61	1.46	1.83	.88	1.10	.76	.96	.93	1.17	1.75	2.19	.70	.88
40	1.47	1.84	1.67	2.09	1.00	1.26	.87	1.10	1.07	1.34	2.00	2.50	.80	1.00
45	1.65	2.07	1.88	2.36	1.13	1.41	.98	1.23	1.20	1.50	2.25	2.82	.90	1.13
50	1.84	2.30	2.09	2.62	1.25	1.57	1.08	1.37	1.33	1.67	2.50	3.13	1.00	1.25
55	2.02	2.53	2.30	2.88	1.38	1.73	1.19	1.51	1.47	1.84	2.75	3.44	1.10	1.38
60	2.20	2.75	2.50	3.13	1.50	1.88	1.30	1.63	1.60	2.00	3.00	3.75	1.20	1.50

"COST AND SELL" TABLES OF PRICES ISSUED BY F. A. J. DAVIS, PUBLISHER OF THE CENTRAL CANADIAN, CARLETON PLACE, ONT., FOR THE GUIDANCE OF PRINTERS IN EASTERN AND WESTERN CANADA.

Ottawa Valley Price List

The minimum price list of the Ottawa Valley Press Association, printed on the opposite page has been approved by many competent authorities on job printing prices. The list was compiled by F. A. J. Davis, Editor and Publisher of the Central Canadian, Carleton Place, who is a recognized authority on printing and its many ramifications. Printer and Publisher asked Mr. Davis for information respecting the Ottawa Valley price list and we are pleased to quote his observations.

"The printing price list of the Ottawa Valley Press Association enclosed is based on actual jobs passing through my own office to a very large extent so that it may be taken as fairly accurate. The list has also been carefully gone over by several of the publishers of the district and I have yet to receive a complaint as to its fairness from any of the forty members of the O. V. P. A. It has been the endeavor of our district association to keep our list absolutely fair both to customer and printer, and although we lose an occasional order to the city printer, yet taken by and large we find that only an occasional job gets away from us.

" For further convenience in arriving at a fairly correct basis upon which to arrive at prices, both on jobs covered by this list and those of varying nature which could not reasonably be included I have prepared a "Cost and Sell" card which is a fair average for Ontario and East. On the reverse side of the card I have advanced these prices 25 per cent to take care of higher costs in Manitoba and West. These prices, I am assured by several printers with whom I consulted at the recent convention of the C.W.N.A. at Ottawa, are fairly accurate and may reasonably be taken as a basis upon which to figure cost and sell prices on all jobs passing through the office.

" I trust this information may be of some value to your readers and will be glad to hear from anyone who may have any comment or suggestions to make whereby an improvement may be arrived at."

To Repeat Short Course in Journalism

The Canadian Weekly Newspapers Association has formally asked that the short course in journalism, which was given last year at the University of Toronto, and which was so successful, be given again this year from September 11 to 16. The purpose of this course is to inspire the writing of editorial matter in all weekly newspapers that do not now carry editorial columns, and to show how editorial columns now in existence may be strengthened.

C. A. C. Jennings, Editor of The Mail and Empire, will lecture on editorial writing. Other lecturers for the course include Prof. W. J. Alexander, head of the department of English, University College; Prof. George M. Wrong, head of the Department of History, University of Toronto; Mr Paul W. Wallace, recently of the University of Alberta, who has had a great deal of experience in the teaching of journalism. A number of other lecturers have yet to be appointed.

No pains will be spared to ensure the course having even a greater success than that of last year.

Newspaper Alliance Formed

George E. Miller, of the Detroit News, was elected president of the newly formed North American Newspaper Alliance at its organization meeting here yesterday. Loring Pickering, of the San Francisco Bulletin, was elected vice-president and Ralph Pulitzer, of the New York World, secretary-treasurer.

The alliance, a mutual organization formed by publishers of newspapers in the larger cities of the United States and Canada, for the acquisition and distribution of important news features not handled by press associations, starts with 53 members, it was announced, representing nearly 100 newspapers with a total circulation of 7,300,000.

The fact that the list of papers exceeds the number of members by nearly two to one is due to a provision permitting members to take in as associates, publishers of smaller papers in their respective territories.

A directing head for the organization is to be named shortly and the alliance is expected to begin functioning in six or eight weeks.

The alliance, which is patterned after the plan of the Associated Press, will have an executive committee of five and a board of directors of fifteen, selected regionally. The executive committee selected to-day follows:

Ralph Pulitzer, New York World; E. A. Grozier, Boston Post; Robert McLean, Philadelphia Bulletin; Paul Patterson, Baltimore Sun and Joseph E. Atkinson, Toronto Star.

A Journalist from Australia

R. L. Curthoys, of the literary staff of The Argus, Melbourne, Victoria, Australia, one of the leading daily newspapers in the Commonwealth, was a recent visitor to Toronto. Mr. Curthoys is on twelve months' leave of absence, and is touring the world having already visited the United States and Western Canada. From Toronto he proposed travelling to Ottawa, thence to Montreal and Quebec, and then to London, where he will spend six months on the staff of the Australian Press Association, which supplies foreign news to all the metropolitan dailies of the Commonwealth. Time permitting, he intends returning to Australia via South Africa.

While in Canada, Mr. Curthoys is making inquiry on behalf of the Australian Journalists' Association as to what the universities in this country are doing as regards the education of journalists. In Australia, during the last two or three years, they have induced three of the universities to provide special facilities for newspaper men, and two of the universities are issuing a diploma in journalism.

To Extend Unions to Smaller Centers

A move in the direction of widening the scope of the Typographical Union of Ontario and Quebec until it has included many of the smaller centres, where unions do not now exist, was made at the closing meeting of the Ontario and Quebec Conference of Printers at the Prince George Hotel, Toronto. In order to carry out this aim the executive was given authority to use the necessary funds to organize the workers in the small towns in the two provinces and it was decided that the newly-organized centres will be relieved of strike dues until they are firmly established.

Next year's convention will be held at Kingston.

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A Healthy Sign

In a message to the Canadian Box Manufacturers' Association in Convention in Montreal last month, John T. Robinson, of the John T. Robinson Company, Hyde Park, Boston, emphasized a point well worth heeding at this time. Mr. Robinson was asked for his ideas of "Making the Best of Present Conditions."

"Now do not at this time talk of Making the Best of Present Conditions," he replied, "but rather, every morning when you sit down at your desk think how fortunate you are as compared with other peoples throughout the world, and bear in mind that where the older countries of Europe have debts to pay like those of Canada and United States, they have not the enormous untouched natural resources with which to pay them."

That conditions are comparatively favorable in Canada is exemplified in the existing exchange rates is the opinion of Mr. Robinson, who pointed out that the exchange rates between United States and the older countries have shown very little improvement during the last few months, whereas exchange between United States and Canada was almost at parity.

The fact is, as pointed out by our good friend across the line, we are practically doing business on an even basis. This is a healthy sign.

The Box Making Industry

An industry which printing may well be proud to claim as a family relative is that of paper box making

The box making industry has great possibilities for expansion. New fields for the use of paper boxes are being discovered daily. In the words of Robert H. Salade, a name well known to printers and publishers of this country, as that of a man who has given close attention to the development of the industry, "the future of the paper box industry blooms brilliant indeed, for paper boxes are essential in practically every industry. Think of it, paper board shipping cases are now being used for heavy machinery parts, electric cables, loom for electric wire, hardware, glassware, furniture and for many other things which formerly had been packed in wooden boxes."

Paper boxes are not replacing wooden boxes for economy alone. One of the principal advantages is in the advertising opportunities paper boxes afford. As pointed out by Mr. Salade, during the course of his address at the Canadian paper box manufacturers' convention in Montreal, the new styles of fibre shipping containers carry strong multicolor advertisements, the printing often being carried on four sides of the box. This was made economically possible by the invention of a new rotary machine which makes and prints containers and handles board from 84 to 120 inches in width. This machine will take a sheet of board, trim the ends slot it, crease it both ways, cut out for the staple flat, and then print the board in two colors—all in one operation.

It is through printing done on paper boxes that the paper box industry may be said to be allied with the printing industry. Regular printing type is used as well as a number of well known printing presses, including high-speed automatics. Paper box manufacturers are also users of engraving.

The business problems of the paper box manufacturer are in some cases similar to those of the master printer. An address by E. R. Spaulding, at the same convention, on "The Benefits Derived from a True Knowledge of Costs" would have been quite appropriate for and appreciated by an audience of men of the printing industry.

The paper box making industry of the world is steadily growing in importance with the United States leading the way and Canada showing favorable comparison, all things being considered.

A Worth While Course

The Canadian Weekly Newspaper Association has asked for another short course in journalism at the Toronto University and the request has been granted by the university authorities.

The Toronto University deserves the commendation of the press in carrying on this branch of university service, and the C.W.N.A. members are to be congratulated upon the privilege accorded them of attending another series of instructive lectures pertaining to their particular line of endeavor.

The short course last year, the initial venture of the Toronto University in the journalistic field, was adjudged an entire success by both the University authorities and those who were in attendance, though the course was somewhat in the nature of an experiment. The lectures on newspaper reporting and editing, English, literature, Canadian constitutional history and the law of libel by a staff of the most able of university lecturers as well as practical journalists of high standing, were keenly appreciated.

Out of the experience gained on the former occasion the course this year, September 11 to September 16, is expected to be of surpassing interest. Every weekly and every daily newspaper in Ontario should be represented at the course. It will undoubtedly prove worth while.

Upon the attendance depends the success of the short course, and upon the success of the short course depends to a great extent the establishment at the Toronto University of a permanent school of journalism.

The Value of Orderliness

A prime requirement in the effort to make business pay is to obtain orderliness throughout all departments. One usually learns from costly experience that order and system in the office are the great fundamentals in avoiding the "leaks" that sap the vitality of the printing business. No enterprise, whatever its character, can prosper without the enforcement of these two great essential regulations. The stock must be kept free of dust and dirt so that it will not deteriorate or become wasted, and so arranged that no time will be lost in getting hold of what is wanted for the work in hand. "Time is money," and the time of a good printer is a costly factor in the publication of a paper or in the other work of the office. Therefore it is imperative to inaugurate and enforce such policies as will save time.

The printer who will cut his price solely to meet a competitor's cannot value himself or his work very highly nor expect the buyer to do so. Surely you cannot expect the buyer to place a higher valuation on either you or your services than you, yourself, place upon them. Putting a fair and proper valuation upon these—and then selling them without any regard to the "other fellow's" valuations—*Is Salesmanship.*

How To Secure More National Advertising

THE quarterly meeting of the Western Ontario Daily Newspapers' Association was held in Chatham, June 20, and the representatives who were present pronounce it one of the most successful meetings held by the association.

The business program of the session included talks on "How the small city daily can secure more national advertising;" "Methods of promoting foreign advertising;" "Improving our selling organization;" "How to check free publicity given to book publishing houses;" "Desirability of small city dailies taking more interest in the activities of the Canadian press;" and "The promotion of special-page advertising," etc.

Following the business session the visitors were taken on a motor trip around the city with A. C. Woodward and S. Stephenson, proprietors respectively of the local News and Planet, doing the honors. This was followed by a banquet in the Gray-Dort Club Rooms at which addresses were given by R. L. Brackin, K.C., M. P. P., and G. W. Sulman, ex-M. P. P.

An outstanding feature of the business session was the address by James Fisher, of the James Fisher Company, advertising agents, Toronto. Mr. Fisher spoke on behalf of the Canadian Association of Advertising Agents. He predicted that an increased volume of national advertising will eventually reach the small city dailies, not by trying to get away from the big dailies and the metropolitan papers, but by making it possible for the manufacturer to do more business in the localities of the small city dailies. He said this was possible if the small city dailies would keep well apace of the times, institute modern methods and present their paper in attractive make-up.

Mr. Fisher urged a campaign among newspapers to educate governments, city councils and all public bodies to advertise honest explanations of public matters. This would remove many political footballs and would give readers in simple words the real importance of such matters which often become controversial.

In the evening, Messrs Woodward and Stephenson staged a splendid banquet in the Gray-Dort Club rooms. The menu was a very elaborate one, and thoroughly enjoyed by the visitors who took occasion to express their appreciation of the manner in which they were entertained in the Maple City.

In the absence of Mayor Harrington, Mr. Stephenson extended the welcome of the city in a few appropriate words, dilating upon the advantages of Chatham, and the beauties of the Maple City which the delegates had seen for themselves. R. W. Angus, editor of the Planet, gave a couple of solos, the accompaniments being played by Miss Bessie Brackin, and R. L. Brackin, K. C., M. P. P., gave one of his characteristic addresses in which he combined humor and seriousness in a very pleasing and effective way.

Mr. Brackin was candid enough to speak to the publishers along the line of criticism, stating that there was too much of a tendency in the present day to attack the character of public men. The men in public life should be judged on their records alone, and there should be less of a tendency to impute wrong motives. It should be assumed in the first analysis that a public man is honest. The publishers present were heartily in sympathy with his remarks, and he was commended for uttering them.

The following is a list of those who were present at the sessions: George Davis, Herald, Hamilton; W. J. Taylor, Sentinel-Review, Woodstock; J. W. Curran, Star, Sault Ste Marie; James Fisher, Toronto; Wm. Templeman, Mercury, Guelph; Howard Fleming, Sun-Times, Owen Sound; W. J. Motz, Record, Kitchener; T. H. Hay, Record, Kitchener; W. F. Foley, Sentinel-Review, Woodstock, W. G. Hunter, Sentinel-Review Woodstock; Wm. Eaver, Record, Kitchener; H. B. Muir, Advertiser, London; S. Stephenson, Planet, Chatham; Henry J. Foster, Reporter, Galt; J. K. Stewart, News and Planet, Chatham; Charles Dingman, Herald, Stratford; A. Partridge, C. D. N. A., Toronto; W. J. Batten, Canadian Observer, Sarnia; A.C. Woodward, News, Chatham; H B. Burgoyne, Standard, St. Catharines; H. M. Gadsby, Standard, St. Catharines.

Prominent in the Newspaper Field



LORNE A. EEDY

Second Vice-President of the Canadian Weekly Newspaper Association

Lorne A. Eedy is well fitted for any office he may be elected to fill in the C. W. N. A. He has had training in daily, weekly, and trade newspaper work. Mr. Eedy was raised in the atmosphere of printing and publishing, receiving early and careful training under his father, John W. Eedy, publisher of the St. Mary's Journal-Argus, one of the outstanding weeklies of Canada.

Lorne A. Eedy is a Toronto University graduate and received his B. A. degree with honors. Before attending University he was for one year with the St. Thomas Times, which with his earlier experience in newspaper work, adapted him well for a position on the editorial staff of "The Varsity," which he held for two years. In the last year at the University he was business manager of the university year book, "Torontonensis." After graduating Mr. Eedy was employed for a year on the advertising staff of the MacLean Publishing Co., Toronto. From MacLean's he went back to St. Marys to assume the managership of the Journal. In October 1915 he became owner and publisher of the Walkerton Telescope, which he has turned into an eminently successful weekly publication.

Mr. Eedy takes a keen interest in association work; from 1910-13 he was auditor of the Canadian Press Association and from 1914 to the present has been on the directorate; from 1920 to 1922 he was chairman of the advertising committee of the Canadian Weekly Newspaper Association, and at the convention of the association in Ottawa in June was elected second vice-president.

Mr. Eedy is a strong booster of the growing town of Walkerton where the Telescope has commanding influence; he is secretary of the Walkerton Board of Trade and Chairman of the Public Library Board. He is also active in church and Sunday school work of Walkerton, being ably assisted by Mrs. Eedy his wife, who is a former high school teacher and a speaker of ability; Mrs. Eedy was in attendance at the recent C. W. N. A. convention at Ottawa and made a notable speech during the Women's Press Club luncheon at the Rivermead Golf Club.

Mr. and Mrs. Eedy are the proud possesssors of three children.

Sunday Editions Over 200 Pages

Canadian newsprint manufacturers are finding that there is a tendency among newspapers to issue still bigger editions of their publications.

A couple of years ago it was thought that the Sunday editions had reached their peak when they crossed the 150-page mark. During the last couple of months, however, in Chicago and Los Angeles, Sunday papers have grown to over 200 pages, and the increase in advertising it is claimed will result very shortly in some of the larger metropolitan dailies issuing complete editions that will run close to 250 pages.

Instructive Addresses

At Seventh Annual Convention of Saskatchewan Press Association; S. N. Wynn Re-elected President

THE seventh annual convention of the Saskatchewan Press Association opened at the Saskatchewan University, Saskatoon, on June 29 at 2 p.m.

The principal speakers at the convention were W. Rupert Davies, of Renfrew, Ont. who spoke on "The Business Side of the Weekly Newspaper;" W. L. McElheran, cost expert of the Stovel Company, Winnipeg, who spoke on "Estimating;" R. W. Shannon, legislative counsel for Saskatchewan, who delivered an address on "The Newspaper and the Libel Law;" Professor R. A. Wilson, of the university, who spoke on "Journalism and Literature;" and W. F. Kerr, of the Red Cross Society, who spoke of the work carried on by that institution.

The attendance was not up to former years, though the addresses and benefit gained from attending the convention was well worth while. The University authorities are to be commended and thanked for their co-operation and kindness, and also for the banquet tendered the visitors on the evening of June 30.

Officers Elected

S. N. Wynn, publisher of the Yorkton Enterprise, and re-elected president of the association, presided. The other officers elected are: James MacDonald, Unity Courier, re-elected vice-president; H. T. Halliwell, Estevan Progress, re-elected secretary-treasurer; executive: C. R. McIntosh, North Battleford News; E. N. Carter, Wilkie Press; F. W. G. Sergant, Kamsack Times; S. J. Dornan, Alameda Despatch; G. Buchanan, Weyburn Herald; E. Garrett, Watrous Journal.

Those who attended the convention were:

C. R. McIntosh, North Battleford, The News; F. E. Trautman, Canadian Pacific Railway, Winnipeg; C. W. Higgins, Canadian National Railways, Winnipeg; H. J. Hardie, Toronto Type Foundry Co., Winnipeg; G. H. Cameron, The Witness, Watson; Lester M. Small, The Mountaineer, Strassbourg; R. G. Asswin, formerly of The Mail, Milestone; F. A. Demorest, Toronto Type Foundry Co., Regina; F. W. Fowler & Sons, Saskatoon; G. W. Smallwood, The Representative, Kinistino; C. G. Buchanan, The Herald, Weyburn; J. W. Reid, King's Printer, Regina; S. J. Dornan, Alameda; T. H. B. McCullough, The Review, Weyburn; A. M. Bock, The Record, Landis, Sask. (and wife); W. A. McLeod, Commissioner of Publications, Regina; H. T. Halliwell, The Progress, Estevan; M. W. McElheran, Stovel Co., Winnipeg; Jas. Macdonald and wife, The Courier, Unity; E. N. Carter, The Press, Wilkie; R. G. Stanton, Ross, Municipal Record, Milden; H. D. Gay, The Witness, Perdue; F. Whiskin, the Herald, Cupar; Chas. A. Henderson, The Prairie Times, Dodsland; S. N. Wynn, The Enterprise, Yorkton.

Mr. Rupert W. Davies' address on the management of a weekly newspaper was the subject of considerable discussion and questioning, as it was a topic that was next to the heart of every enterprising newspaper publisher. He explained the system in use in his own office, whereby all branches of the newspaper and job printing business were classified so that at the end of each month definite figures were secured on the actual business done.

Premier Dunning Speaks

Faith in the resources, the people and the future of Saskatchewan, was the keynote struck by Premier Dunning in an address at a banquet tendered the members of the association by the Saskatchewan University.

Premier Dunning was given an ovation by the pressmen and guests, and said that the soft spot he had in his heart for the weekly press of the province was not altogether because the press had been so kind to him in the past, but because he had some conception of the difficulties encountered by the weekly publisher in Saskatchewan. It had been said that people regard a debt they owe to their government as the last debt to be paid, but he believed that the debt owed to the weekly newspaper ran this a close second. The government and the newspaper publisher could sympathize with each other in another particular. Everybody felt that they had a right to criticize the government and its members, and most of them do so, and everybody takes exactly the same attitude about the newspaper.

The daily newspaper sometimes poked fun at the weekly paper and the funny man on the city dailies jokes at the weekly paper when it publishes that "John Smith is painting his new barn." As a matter of fact the weekly paper is right and the joker is wrong, said the Premier, as this is really news and important news, far more important news than a divorce case or other sensational occurrences even though they might be featured on the front page. If John Smith was painting a new barn, it meant that John Smith was doing fairly well, that he was going into mixed farming, that he was probably keeping pretty fair stock or he would not be building the barn for them. The criticism might be made that the editor published that John Smith sometimes painted his new barn before he had started to build his new house, but Mrs. Smith could be depended upon to look after that.

President Murray Appreciative

President W. C. Murray of the university was the first speaker at the banquet, and dwelt on the great service rendered to that institution by the press of the province, especially in the extension work which had been developing so rapidly in recent years. He reviewed briefly the rapid growth of the activities carried out by the department. Mayor Howard McConnell extended the official welcome of the city of Saskatoon to the visiting newspaper publishers, and President Wynn, in behalf of the association, said that the press of the province owes a deep debt of gratitude to the university and felt that in President Murray and the members of the faculty they had true friends.

C. R. McIntosh, publisher of the North Battleford News and a former president of the association proposed the toast to "Our Province," which was responded to by Premier Dunning. Mr. McIntosh briefly reviewed the marvelous growth and development of Canada since Confederation and the opening up of the great prairie provinces, among which Saskatchewan occupied such a prominent position.

Compliments the West

W. Rupert Davies, of Renfrew, Ont., past president of the Canadian Weekly Newspaper Association, in responding to the toast to the weekly press proposed by Mr. Turner, declared that a goodly number of the wise men from the East must have settled in Saskatchewan, and paid some high compliments to the press of the province, and the officials of the university.

James McDonald, of Unity, proposed the toast, "Commercial Interests," and paid some very high compliments to the business men and public officials of the city of Saskatoon, who were living up to their creed of "Treat 'em Right," which was the real spirit of Saskatoon and had gone abroad throughout the province. In his usual happy vein Mr. McDonald told a few anecdotes, and assured the business men of the city that the spirit of friendly good will they had shown was heartily appreciated.

Resolutions were passed condoling with relatives of the late J. R. Lowe, publisher of the Chaplin Outlook and senior member of the association; expressing a deep sense of gratitude to President Murray and members of the faculty for the hospitality extended the visiting publishers and assistance with the short course; and to the city of Saskatoon and the railway companies.



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Building a Weekly Newspaper

Publishers Must Take Active Interest in Every Phase of Public Life—News, Advertising and Circulations Problems Ably Treated

Address by S. N. Wynn, Publisher, Yorkton Enterprise, Yorkton, Sask., at C. W. N. A. Convention in Ottawa

THE weekly newspaper publisher who takes his vocation seriously is one of the busiest men in any community and I care not who he is, the man who has made a success in the weekly field is a hard worker. He must take an active interest in every phase of the life of his community, he must be imbued with a community spirit, which will enable him to get behind every movement and every organization engaged in promoting the general welfare. He must at all times be an optimist, and must cultivate the faculty of being able to look upon and point out the bright side of things. Consistent work along these lines will in time bring him to the happy position where he and his paper will be considered indispensable to the life of the community and no movement will be considered complete until he has become identified with it.

Some may be inclined to take issue with such a sweeping statement as this and to point out that an editor or publisher who gave so much time to community work would have no time to look after his own interests. There is no need to worry about this. The interests of a weekly newspaper and the community in which it is published are so closely interwoven that in promoting the one the publisher is in reality promoting the other and it is surprising how much easier it is to secure consistent advertising patronage and printing orders from your business men, if they look upon you as a fellow worker in the great task of community building.

The very best type of news which a weekly newspaper can give, is the news of the work being accomplished by the organizations of the community. They are the back-bone of progressive communities and it is local news and the doings of local personages which subscribers look for in our papers. We cannot hope to compete with the dailies in the supplying of world news, nor do our readers expect it. All they expect of the local paper is that the activities and life of their community be accurately reflected in its columns from week to week. No city paper can print in detail the local news of the many communities in which it circulates. Such a task is utterly beyond its power. The country weekly has a place in the life of the community and will always have its place, and the more ably it is edited and managed the greater and more secure will be its place.

Must be a Co-Operative Institution

Therefore, to be successful, a weekly newspaper must be something in the nature of a co-operative public institution. It is a private enterprise, with public responsibilities. The owner must look upon himself as a trustee for the public, for the public has rights in it quite as great as those who own it. The weekly newspaper has a duty to the people it serves which demands that every phase of community life be conscientiously served. To do, this it must give the news and give the whole news, regardless of the personal feelings of the editor toward any movement or section of the community. In short, it must reflect the life of its community from week to week, as fully and as fairly as it knows how and as circumstances will permit.

It is surprising how many phases there are to life in a well-ordered local community and the effort and organization that is neccessary to cover them all fully. This might well form the subject for an address in itself but passing reference only can be made in its relation to the building of a weekly newspaper. There is the town council, the board of trade, the schools, the police court and higher courts, general developments, such as new industries, businesses and home building, incidental happenings, such as fires, accidents, etc., sporting events, deaths, marriages, public meetings, political meetings, meetings of patriotic, fraternal, literary and other organizations, social events, personals and local happenings. If all of these are fully covered from week to week, in addition to news of a general character, which has a bearing on the life of the local community, the result will be a local paper in which every reader will be interested and its weekly arrival will be looked forward to with considerable anticipation.

But it is not sufficient to cover only the community itself. The whole territory in which the paper circulates must be similarly organized and served from week to week, because there is to-day a closer community interest between the town and its tributary district than ever existed before and the local newspaper which is not publishing all the news it can secure from outlying points is missing a great opportunity for increasing its circulation and adding to its sphere of influence and usefulness.

Organization Necessary

To cover all these sources of news requires co-operation and organization. The publisher cannot possibly do this work single-handed, but by consistent effort it is not difficult to induce some one actively interested in each particular movement to act as reporter and keep the paper fully informed regarding its activities.

Securing the news from outlying points is more difficult but once a few good correspondents are secured at the leading points, others will want to be represented and with very little difficulty a regular news supply can be secured from each point in the territory.

With a news service such as this the weekly newspaper is secure in its field and can look with equanimity upon the attempts of the big dailies to encroach upon its territory. It is giving a service which they cannot possibly provide and a service quite as important as their's and entirely distinct from it. A paper such as this has a right to expect generous advertising patronage from its merchants because it is in a position to secure returns from the advertising it carries and is doing the town a real service in extending its influence as a trading centre.

A varied news service such as the one described, places a weekly newspaper in a position to lay out its pages to better advantage. It can have separate pages for each department such as a social and personal page, an editorial page, a local page, a page for country news and a front page upon which the important news of the week is displayed to advantage.

Each of these pages can be exploited for particular kinds of advertising. The grocers, the druggists, the house furnishers and similar lines of business will be glad to secure a position on the local page. Those who cater to the farm trade will appreciate having their announcements on the page devoted to the news of the country side. The jewellers, milliners, photographers, confectioners, etc. will want their ads. on the social and personal page, and so on through the paper.

All Home-Print

By special effort along these lines I am sure that many papers now using ready-prints would find little difficulty in breaking into the all-home print field and I would strongly advise them to make the effort. Even though there is not sufficient local and district news for an all home print paper, there are special features that can be procured very cheaply which would appeal to readers much more than the material that ready prints are filled with. The all-home print paper controls its advertising columns, commands greater respect and is in a position to secure additional special advertising from time to time that is impossible if the publisher is held down to an arbitrary four pages for local news. If fewer weekly newspapers allowed themselves to be exploited for revenue purposes by ready-print concerns, it would not be such a difficult matter for the weeklies generally to secure a much larger share of national advertising.

In this connection I would like to stress the importance of the editorial page and to warmly commend the bulletin recently issued by the editorial committee on this subject. Weekly newspaper publishers cannot be too strongly urged to take their proper place in their respective communities and do their part in helping to guide and mould public opinion through the medium of their editorial columns. The editorial page provides unlimited scope for an editor to make his paper a real force in his community. In defining the purpose of the editor-

ial, a member of the Saskatchewan division at a convention a few years ago said:

"It is to promote cheerfulness, contentment with what we have, but a healthy ambition toward betterment; to extoll truth, to fortify virtue, to discover beauty, to encourage merit, to hail achievements of the bold and to gloss over the failures of the weak. Its purpose is to seize upon the little incidents and accidents of the week, at home as well as abroad, to pick therefrom the point or moral, without which nothing ever happens in this beautiful old world, and to hold it up for the untrained eye to see and recognize and the untrained mind the more easily to digest and profit thereby." Surely those, who have been neglecting their editorial page are missing a wonderful opportunity.

Proper Balance

While the securing and publishing of the news of the community and commenting editorially thereon, is the most important part of the weekly newspaper publisher's work, it is after all but one phase of his work. The weekly newspaper business is a complex and many-sided one and its various features must be co-ordinated according to the relative importance of each, if success is to be attained. The successful publisher, in addition to having a capacity for descriptive writing, must also have a working knowledge of the printing business and a certain amount of business ability. These are the three most important phases of his work and one danger which must be avoided, is the giving of undue attention to any one of them at the expense of the others. Each department must stand on its own feet and each must make a profit for the publisher. A newspaper is primarily a commercial proposition and should be treated as such.



S. N. WYNN.
President of the Saskatchewan Press Association.

We all know newspapers, where the owner, in following his natural inclinations, gives more attention to the mechanical end or to the editorial department than he should, with the result that his newspaper becomes one-sided. It may have a splendid typographical appearance but be lacking in news and editorial features, or it may contain many well written articles and news stories and be poorly printed. It is essential that the right balance be struck between these two in order to produce a newspaper that will appeal to subscribers.

But there is one department that must never be neglected and that is the business end, for unless this is properly looked after, success in the other departments is impossible. All weekly publishers are not good business men, but all should strive to be. They must know what their work is costing, whether it be printing or advertising; they must insist on a fair remuneration for their services and a legitimate return on their investment and see that their accounts are rendered and collected promptly. A publisher may desire to serve his community well and to be independent and fearless in support of what he considers its best interests; to be just and prompt in his treatment of his employees and creditors; but to do this he must occupy a position of independence or have a reasonable assurance that his business policy, being sound and based on right principles, will eventually bring him to this desirable position. One of the criticisms most frequently heard with regard to the weekly newspaper publisher is that he is a poor business man, slovenly in his methods, careless in answering correspondence. If our businesses were conducted along proper lines there would be no ground for any of these criticisms

The life-blood of a newspaper is its circulation and the big problem of the country weekly is to secure and retain sufficient paid-up subscribers to make its publication profitable to the publisher and attractive as an advertising proposition. The surest and most satisfactory method, is by turning out a consistently interesting paper and by continuous effort, to secure every resident of the territory as a subscriber to the paper. But the latter is a slow method and is not always feasible. While circulation contests are generally condemned, and rightly so, they are worth considering where it is desirable to secure increased circulation in the least possible time. From my own experience of these, I have no hesitation in commending them. If conducted on proper lines and closely watched to prevent them from becoming gambling propositions, very satisfactory results may be obtained. Greatly increased circulations of a permanent character may be secured more cheaply in this way and in a much shorter time than would be possible by any other method. But one must be very careful, must know the man who is putting on the contest and watch it very closely.

But even if we had an all-embracing news service and enjoyed a circulation which numbered among our subscribers every resident of the territory covered by our papers, we would still have failed in our task of building a weekly newspaper, unless our advertising patronage was such as to bring in a reasonable profit for the publisher at the end of the year.

Whilst I cannot take time to deal with the various methods that may be employed to secure advertising, I have found that it is absolutely essential that local advertising be kept as interesting, as seasonable and as attractive as possible.

In spite of the best efforts of both newspapers and merchant the local advertisement which appears in the same position in the paper each week and of an unvarying size is liable to pall, and we have found that dollar day editions, exhibition numbers, Christmas editions, and other special editions as opportunity permits, help to stimulate interest in the local merchant's advertising and give an impetus to advertising generally that is absolutely essential from time to time. Unless an advertiser is getting results from his advertising you cannot count on him as an asset to your paper and you have got to be as keenly alive to this phase of the question as to your primary obligation of giving him an attractively displayed announcement from week to week.

The paper with a large volume of local advertising is the paper that attracts national advertising. How is this big volume of local advertising to be secured and retained? First of all, by turning out a consistently interesting, attractive newspaper along the lines I have already outlined and by selling the merchant advertising at a price that will permit him to use your paper continuously and profitably. No newspaper should appeal for advertising patronage on any other than a straight business basis. To ask for support on the ground that your newspaper is a benefit to the community is one of the poorest arguments possible and weakens the whole case for advertising. Support gained in this way will be but temporary and weakens the prestige of a newspaper, making it almost impossible to get business on a straight business basis.

Advertising rates must be kept within the reach of local advertisers. I do not know of any weekly papers that are getting higher rates than they are entitled to, but there is a false impression in the minds of some weekly publishers that the way to make money is to increase the rates. This may have an entirely opposite effect to the one desired. A large percentage of the smaller stores in our smaller communities, such as jewellers, tailors and butchers will spend only a modest sum on advertising at best and if the rates get beyond a certain figure they will be lost entirely as continuous advertisers. A better and safer method of making money out of your weekly newspaper is by securing the largest possible volume of advertising at a reasonable rate. It costs more to produce a four or eight-page paper with 25% advertising and 75% news matter than with 50% advertising and 50% news. Therefore we should try and carry the largest possible volume of advertising consistent with a good local news service and if we can get this at a fair rate, our businesses are more likely to be profitable than by constantly striving to increase rates. The point I am trying to make is that there is a certain point beyond which the cost of advertising be-

comes prohibitive, and this is true of all other commodities as well. When this point is passed, the demand falls off and loss, not profit, is the result. Each man must determine for himself just where that point is, so far as his community and the service he is rendering is concerned, and must so organize his business that he can sell his space at this figure and sell enough of it to return him a fair margin of profit.

Labor Problems

Problems which cause considerable worry to many publishers in these days of Labor Unions and higher labor costs is that of procuring the services of really capable printers and retaining them permanently on the staff. Changing men at frequent intervals is both costly and unsatisfactory. It takes time for any man to get on to the run of an office and often they are disinclined to turn their hand to the various duties which comprise the day's work of a country printer. A good compositor or a Linotype operator can command higher pay as a rule in the city then in the country and has an opportunity to specialize in the line for which he is best fitted and the problem which confronts the country publisher is how to retain the services of good men and induce a willingness on their part to turn their hand to whatever line of work they may be called upon to do.

While there are certain compensating advantages to work in a weekly newspaper office, it must be admitted that the highly specialized city offices have an attraction for the better class of men and the problem which confronts the country publisher is how to retain men of this type, and induce them to take an intelligent interest in their work and secure their hearty co-operation in his task of turning out a worth-while paper each week.

We have solved this problem in our office to a large extent by a profit-sharing scheme under which all profits, after allowing for interest on capital invested, and deducting depreciation, taxes, insurance and other overhead expenses, are divided, fifty-fifty between shareholders and employees who have been in the business for a period of one year or more, the employees' share being distributed on a pro rata wage basis. This scheme has been in operation for the past three years and the results have been most beneficial. The men take a greater interest in their work than if they were working for wages alone, because they feel that in a measure they are also working for themselves. If there is a rush of last minute ads and news, which will occur in spite of anything that can be done to prevent it, they all turn in and work over-time if necessary in order that the paper may come out on time, and the same is true in the job printing department.

Advantage of a Loyal Staff

No man, no matter how hard he works, can turn out a paper by himself. In a great measure the success of a weekly newspaper depends on the attitude of the men in the printing office. The task of the boss is greatly lightened, if he is assisted by a capable, loyal staff, and his troubles and difficulties are correspondingly increased by an inefficient, lazy or discontented staff.

The best way to make your staff interested, efficient and willing is to give them an interest in the business by some such method as we have adopted. And after all, it is only enlightened self-interest to do so. Enough time can be wasted through indifference and lack of incentive for efficient work to pay a bonus to every member and hardly be noticed. But if every man is putting forth his best effort, under the spur of self-interest, he is earning a little more for his employer every time he earns an extra dollar for himself. And at the same time he is taking greater care of your equipment and doing better work which makes it easier to get repeat orders, and by lessening the worry and responsibility of the publisher, is making it possible for him to do better work and find a greater interest and happiness in the daily grind.

The building of a weekly newspaper is a big task, but it is a worth-while one. I have tried to indicate some of the means that may be adopted and have offered some suggestions which I know from experience are feasible.

Impressions of French Weekly Press

One day, a fearful task was wished on us that of looking all over the French Canadian Press, for a particular matter. As is often the case this arduous business was not without having its compensations. We found that we were quite a new Columbus rambling through a field of pleasing discoveries. This field is wide and thriving with thrilling possibilities. Indeed, we could not take time to grasp all these, in one single peep through the garden of the Weekly Press. But we gathered some impressions which could be interesting to some readers. Here they are, a little haphazard, but undoubtedly sincere:

L'ECHO DU SAINT MAURICE—Good typography. Ads section clear and logically grouped. Political news to the point and moderate in expressions. Literary part rather poor.

LE COLON (Roberval Lac St. Jean)—Locally interesting. Handy size. Editorial matter well treated and articles from other papers judicially chosen. Enlightening for its readers rather far from active centers.

L'EVANGELINE (Moncton)—Its most striking feature is a page for school boys and girls. The only paper, so far, to mind this important part of our population. Besides the agricultural letter and "AU FOYER" are well equipped to the thoroughly instructive and restful. News from abroad and federal or provincial topics are accurate.

L'ACTION POPULAIRE (Joliette)—Seems a good champion of logical and practical colonization. The femenine section contains fine articles, though not always written by feminine pens.

LE PROGRESS DU SAGUENAY (Chicoutimi)—A non-assuming unpretentious little weekly that would be sorely missed by its interested readers if any mishap would lead it to a premature eclipse. Of purely local importance.

L'UNION DES CANTON. DE L'EST (Arthabaska)—Sturdy and well balanced with a keen insight of our Canadian political matters.

LE PEUPLE (Montmagny)—One of the best of Quebec weeklies. Good editorial columns. Reports of Federal and provincial sessions carefully made, with tactful comments on daily politics. Ladies' page fine with no extreme tendencies. Altogether a worthy and sensible paper.

L'ACADIEN (Moncton)—Not meant as a universal thriller, but practical, concise and illuminating to those for whom it is printed and published.

LE PROGRESS DU GOLFE (Rimouski)—May be placed on the other plate of the scales, opposite its New Scotian brother.

LE COURRIER (Montmagny)—It is a healthy and well-meaning journal, worth the subscription price. Knows all about current events and judges them sanely.

L'ECLAIREUR (Beauceville)—A striking well edited paper which seems to know its aim and keep it in mind. The printing and typography is unusually good and the reading matter is of a pleasing variety. The whole is full of interest, giving a fair idea of what a good weekly can achieve. Surely one of the Province of Quebec's most commendable journals.

These are but a very few amongst a goodly crowd, but they certainly gave the peeper an earnest desire to continue incursions into the French Weekly Press Kingdom. —M. A. Cote.

Sixty Feet of Want Ads.

The more choice you have in the selection of something you seek the better chance you have of being satisfied. The more different propositions which are offered on the classified pages the more readers they will attract. That is why Free Press classified ads are growing in importance each day and that is why the number of answers to Free Press box numbers is getting larger and the number of results, which we learn through our follow-up system, is mounting higher and higher. It will pay you to be a constant reader of The Free Press classified ads., and if you have anything for sale or to let, whether it is a collie dog, a furnished room or if you have trained services to give it will pay you to advertise on these pages. To-day's Free Press published about 60 measured feet of money-meaning ads. Of particular interest is the splendid real estate section. It will pay you to read The Free Press classified ads—London Free Press.

Starting a Printing Business

Few Working Printers Now Anxious to Become Proprietors—The Risks are Manifold—Business Knowledge Essential

By F. H. DOBBIN
Formerly Publisher, Peterborough Review

I AM NOW about seven years removed from practical work in the printing and newspaper business. Standing, as it were, on the outside and looking in. I may not make use of the business again, but I am interested. Just as was the ship captain who settled close alongside the sea. He had filed a bill of eternal separation from water activities but whimsically said that he liked to know that the sea was handy in case he ever wished to make use of it.

And looking inside the lines of occupation I find that few, very few indeed, from the ranks of working printers are engaging in the printing business as proprietors. For the trade has brought its own deterrents; cautional sign-posts, to the journeyman who has thoughts of proprietorship, are scattered all along the way. There is to him a sense of present financial security and freedom from care in his weekly wage. Seeing, and to some extent appreciating, what is going on in the economic struggle, he is warned off the ice.

Working printers have confided to me that they would like to get into business but were really shocked at the prospect of having to pay such wages as they themselves as journeymen received. Where, it was asked, would the money come from to meet expenses? And, realizing that it would have to be provided, hesitated. A bird in the hand is worth many on the wire fence.

Such reflections as I put on paper are rather in regard to printing as apart from the newspaper business. More and more are the two being dissociated. The plant required, the work, field and outlook are all so different. The outlay in getting into the field—any field—in proportion to possible income is now so uncertain in results, the opening up and getting a grasp of the subscription and advertising territory so expensive that it all calls for very considerable capital to open up and survive. The day of the purely local paper, with few exceptions, unless it be in a country location, seems to have passed.

The Cost of Starting a Daily

Peterborough has just now one daily paper. I was asked by a committee of earnest and politically twisted citizens as to the probable cost of establishing another daily paper in the city. I offered the advice given by Mr. Punch to those about to marry—Don't—and added that about $85,000 would be needed. The deputation wilted. And further, I pointed out that it would absorb about that amount of capital, or more, to start up a tires factory, which would hope to sell to about thirty-five per cent of the population, while the newspaper was to be started up to sell to everybody. And that it could only be sold to a part of the population by making it so much a better paper than the one now in service that folks would stop taking the one to pay for the other.

When I get on the main shopping street of a Saturday evening, I find about five thousand people walking up and down the street and circulating generally. Not five per cent. of the crowd need printing, but it, all of it, needs corsets, shoes, clothing and lingerie. To say nothing of smoking stuff. The printer has not even a look in to do business with the bulk of this people and he knows it.

Printing has to be done, to be at all profitable, in quantity and price to the man who is doing it, in a locality where it is most needed and made use of. And the journeyman, stepping into the role of proprietor, even in a modest way, has to face three vital conditions. He must, first, solicit for his work; for he has, owing to his previous want or lack of affiliations, his absence of contact with men and organizations having work to give out, to try and by personal approach and entreaty secure the orders. In so doing he consumes valuable time. He makes use of equally valuable time while doing the work, and more often than not, uses further time in collecting his account. I am sure of all this. I passed through all successive phases. When he has portioned out his effective day he may find that so little of it is really practical and such as may be directly charged up to the customer. If he should pack all this time on his overhead expense then his work is so dear that no one, among the class he has to approach, will have it. Nearly all buyers proclaim that they want good stock and work. They do, at a price. But all, nearly all, unanimously kick about paying for it. All this assuming that the journeyman has started up in a modest way with limited machinery and appliances.

Eighty-Six Per Cent. Goes in Wages.

And this further trouble faces the ambitious journeyman. Indeed it applies, most materially, beyond many forms of industry, to the printing business. The raw material of the printer is the absolutely finished product of some other man, form or company. By the time the paper has left the stump in the forest until the printer has it before him on the bed of his paper cutting machine the stock has been saddled with so much of expense, rake-off, profit, handling, etc. that the printer is absolutely afraid to clap on a little for himself. It is an economic truth, now abundantly verified, that the closer we get to the earth the better the chance to make money. That is the reason we have lumber kings, brick magnates, cement aggregations, coal barons and steel octopuses. Of course, all along the way, from the stuff in the ground to the finished article, stretches a chain of wagepaying that supports the proletariat. But it is now definitely established that for every dollar of finished product that the customer, anybody, takes home from the store for his use, eighty-six per cent. represents wages in one form or another. Ten per cent. represents the use of money and about four per cent. for raw material. Then how in blazes may, or can, wages get more out of it? Only that the gross wage is not fairly distributed. And that basic fact is the reason for the economic unrest as we have it. Why should some freight conductor, on a work train, gain $235 a month, while the man digging the clay in the brick yard gains only $75? Just analyze the hat you are wearing on your head and see the surprising things that you will unfold in financial statistics.

I am writing of what I believe to be the present-day conditions and influences, not of even ten or fifteen years ago. Printing, the making of printing, is essentially a handicraft. It is something more than an occupation and also something less than a profession. That is how I came to go into it, and be incarcerated for about fifty years. I looked on it, insensibly, as a sort of avocation. For disguise it as we may, proclaim its dignity as we will, an occupation is something by which a man earns a living and gives up all hope of ever having any fun. A profession is an effort by which a man gains a living and never has any fun until he is too old to enjoy it. But the professional baseball fan, the hockey player, the golfiac, all get their livings and fun at the same time and for money. That was my idea about printing. Further on I changed my impressions.

None of Them Made Money.

Infallibly the journeyman, having served his apprenticeship and qualified at his trade, once he takes up the province of proprietorship, has a second term to serve. He has to learn, by devious ways and infinite experience, to be a business man. That is the penalty of his position. He did not so qualify while working at the case. And any ideas he assembled together were pretty nearly all distorted. That the boss was rolling in wealth. That a handful of paper and an hour of his work, when handled by the boss brought in big money,

of which the journeyman got less than he should. I had this infantile notion myself when I found out, as a boy, that small druggist labels, one by two inches, were sold to the local fraternity at one dollar a thousand.

I know of several good printers, capable workmen, who ventured. They all had the creative faculty of the earnest workman. Took a pride in the work and its execution. All, without exception, made no money. But many have had, and deservedly so, a heap of real creative satisfaction. Just as a doctor takes a pride in pulling a bad case and a poor patient through, though he is never paid for the attendance.

I have known, and do know, of several who were poor printers, but developed good business faculties and so made money. They had the sense to employ people who could excel where the lack was evident. There is ever someone in this world who can do something for you better than you can do it yourself. That is the reason why we employ lawyers and doctors and taxi men and guides on fishing excursions. It certainly pays.

To start in the printing business in some country place is now not so much thought of. I have been writing a history of medical men. I find that after graduation, many of them hiked off to some rural place to get a start and experience. The printer can't do likewise, and if he did the avails would not warrant the adventure, looking on an adventure as a sort of infallible uncertainty. To open up in a city location calls for too much of highly specialized plant. His journeyman association seldom brings him into active connection and confidence with those who are willing to invest in a proposition where the excessive expense is so fully assured and the ultimate gain so problematical. The day of dependence on the work of the store-keeper is now passed. Billheadings and letterheadings do not now afford continuity of patronage. Such things are the commonplaces of business. Poster work is now out or going out of the field. The factory, of any size, is now catered to by the emissary of some highly organized and equipped city business. The automatic feeder, and deliverer, the special machine, have all made for quick despatch of orders. All this—and it is absolutely necessary to hold up one's end—spells large investment, and the journeyman has seldom the capital to invest. The demand for additional plant is never satisfied for he has to meet competition.

Must Give up Idea of 8-Hour Day.

When he does start up for himself, we can see that which so often happens, that he must from necessity throw aside all he professed as to the glory and convenience of the eight-hour day and other relaxatives, work unceasingly for himself, striving by his own personal exertion to make up, often, for quoting a price less than it should be for work, taken on an estimate of time wholly inadequate but which inexperience deemed sufficient.

Then there are a series of wants and difficulties, often not realized until after the Good Ship Business has left her moorings. He finds that he is to be indebted to others for marked plant assistance. His capital has not provided for many of the innumerable operations that now are called for in a finished product. He must give out and have done his perforating, punching, cornering, ruling, binding, stapling and other details. Or else provide the capital to buy these tools for his own use. And he finds that the more plant he has on his work room floors, that is standing idle, the higher his overhead. But he finds he can't hold his customer unless he gives the service, a service which other well-organized and equipped plants can afford for less expense than he assumes to do it for.

Knowledge of Cost of Production Vital.

I have written, not in a spirit of pessimism, but as a situation to be now faced by the man who is striking out for himself and who proposes to invest his savings. The venture is most widely different from slipping into the corner grocery trade, where the wholesale house assumes a large share of the initial expense for stock and goods. Plant to be used in doing printing can only be had on a strict business basis, as it should be had. Year by year the called-for investment in even necessary appliances is increasing much beyond that required in recent years. But if the journeyman does not see, he must learn, that a most vital essential in business success of to-day is a proper conception of the cost of production. Lack of such is the rock on which so many ventures prove to be unproductive.

Many men venturing into the realm of proprietorship do so through the door of having held a managerial position in a plant and so gained some reasonable conception of the intricacies of business. Such experience should bring and give appreciation of the difficulties to be encountered, of the needed application of acute business sense and the outlook. Doing printing is one thing; to make it pay another matter entirely.

If he be ambitious, should he not do something after the method of the young man who proposes to fit himself to enter one of the professions? That invariably affords a long look ahead. Of intensive preparation and the accumulation of at least technical knowledge of his intended profession. Something of this form of endeavor should be taken up by the young man who proposes to make his venture further



F. H. DOBBIN
Formerly Publisher, Peterborough Review

on; just as he found it needful to serve his apprenticeship to gain manual dexterity, and information. The difficulties are not unsurmountable. Application, study, enquiry, and real attentive scrutiny will help a lot. He should at the very first take up the study of some accepted system of cost accounting. In any event it will help him to fit in with some position of responsibility, even if he do not go into business on his own account. It will make him a more useful man for someone else.

All Cannot be Proprietors.

It strikes me that there will ever be the commonplaces of printing to be done, and that those who are commonplace in the trade will continue to do it. Such cannot rise any higher than their manual capacities in the Craft, unless study, thought, information and a real thirst for executive action comes into play. To be a fairly competent mechanic is not enough. I know of men who are magnificent artists in tool making, they command my admiration for their wonderful accomplishment. The creative faculty in iron and steel is simply wonderful. But two have been in business and gave it up. The tool making accomplishment was of indifferent values when the ordinary work of the average customer was presented. And which shows, if anything, that we cannot all be proprietors, only those who push themselves up above the general ranks by exercise of faculties that appeal outside of the immediate skill, that make for a definite productive capacity.

TYPOTHETAE ACTIVITIES

J. C. Acton in Milwaukee

J. C. Acton, vice-president of the Toronto Typothetae and of the U.T.A. addressed a meeting of the Milwaukee Typothetae on June 16.

Issues Series of Samples

"The Two-a-Day Town" is the title of a neat piece of two-color printing put out by Crane, Bolander & Selby, 103 Adelaide street, west, Toronto, in the series of samples being mailed to a select list of consumers of printing, by the Toronto Typothetae in the "Better Printing" campaign.

Installing Cost Systems

Four additional Toronto printing houses are now having the Standard U. T. A. cost system installed by the cost department of the Toronto Typothetae. They are the Rapid Carton and Label Company, 456 Richmond street; Arbuthnot & Garrett, 150 Jarvis street; the Ideal Box and Paper Specialty Company, St. Patrick street and the Livingston Press, 261 Adelaide street, W.

U. T. A. Field Secretary in Canada

W. L. McKay, field secretary of the United Typothetae, is active in Canada just now. In the latter part of June he was in Winnipeg completing the installation of a credit and collection bureau. From Winnipeg he was due to go to Montreal for similar work. After completing his work in Montreal, Mr. McKay is scheduled to make a general survey of printing conditions in Quebec city in the interests of the U. T. A.

Toronto Typothetae 125 Members

During the period of June 1 to June 22 five new members were added to the roll of the Toronto Typothetae, thus bringing the membership total to 125. In referring to the growth of the Toronto Typothetae in our last issue the number of members was stated incorrectly. One hundred and twenty-five is the correct number, and at the time of writing several non-members had signified their intention of taking out active membership in the association.

McKay in Winnipeg

U. T. A. district secretary W. L. McKay arrived in Winnipeg on June 13 to install the credit and collection bureau for the Winnipeg Typothetae. Mr. McKay addressed the members at the regular monthly meeting held on Tuesday, June 13, and has since been engaged in gathering credit information from the membership.

On Thursday, June 22, Mr. McKay addressed the retail stationers at their weekly luncheon held in the Rose Tea Room and explained the long price list and the credit bureau.

The meeting was well attended and proved of great benefit.

Linton Engle Visits Toronto

J. Linton Engle, president of the United Typothetae of America, paid Toronto a visit on June 13, and addressed a meeting of the Toronto Typothetae following a luncheon at the Prince George Hotel, at which there was a large attendance. Mr. Engle gave an inspiring talk on organization and the work of the Typothetae.

J. C. Acton, vice-president of the U.T.A. and vice-president of the Toronto branch, presided, and the speaker was tendered a hearty vote of thanks at the close. Mr. Engle remained over until the following day and attended a meeting of the executive committee, subsequently leaving for Detroit.

Trained Over 200 Students

The Toronto School of Printing, which was established at 102 Adelaide street, west, Toronto, in August 1921, by the Toronto Typothetae, has closed, sufficient students having been passed through to supply any deficiencies in the printing trade in the city caused by the printers' strike. More than 200 students passed through the school, having received instruction in hand composition, stone work, proofreading, linotype operating, practical typesetting, the monotype keyboard and caster, etc. Employing printers subscribed the capital investment and instruction was given at cost. The school has been under the direction of J. L. Pepper, who will now return to his activities as a printing plant efficiency expert. It is the intention of the typothetae now to utilize the classes in printing at the Toronto Technical School.

New School at Montreal

The Graphic Arts Section of the C.M.A., Montreal, have completed plans for a hand composition school. W. H. Kidner, formerly teacher of printing at the Victoria Prevocational School, Calgary, has been engaged as instructor. Display, make-up, imposition and the various branches of floor work will be taught. The quarters for the school are at the Sterling Printing Service, St. Maurice Street, and classes are now being formed to be graded by the number of years students have been at the trade—first year group, and second, third and fourth year groups. The apprenticeship course is five years.

Besides training apprentices the school will conduct classes for journeymen with the object of increasing their efficiency.

Montreal has had a machine composition school for some time, and with the hand composition school added, the printers of the Canadian Metropolis should, in due course of time, solve all apprenticeship problems.

Both schools are conducted separately.

Group Insurance in Montreal

Group insurance, which has been under consideration of the Graphic Arts Section of the Canadian Manufacturers' Association of Montreal for some time, bears evidence of being put into practice.

The Committee in charge of Group Insurance has approved the following scheme which the Sun Life Assurance Co. of Canada offers.

Boys under 21 and girls would be insured for	$500.00
Journeymen would be insured for	1000.00
Heads of the Departments and Executives would be insured for	2000.00

The employee to pay fifty cents per $1000.00 of Insurance per month towards this insurance, the employer to pay the balance (practically half.) No medical examination would be required.

These policies would be transferable in case an employee should leave his present employ and enter the employ of another employer who had adopted this plan of insurance. Should the employee leave his employ and enter some other line or enter the employ of a firm who had not adopted this plan, he would have the privilege of taking out an insurance with the Sun Life Assurance Co. at their regular rates, but without medical examination. In cases of total permanent disability the amount of the policy becomes payable as at death.

It is optional with members to adopt this plan or not; also they can insure one group and not another group of their employees. For instance, to insure the compositors and not the bindery girls—and the Company would accept 75 per cent. of any one group of employees; it being, however, understood that all new employees in that group would come into the scheme.

WINNIPEG TYPOTHETAE

Statement of Costs and Production for Month of March, 1922

COSTS

DEPARTMENTS	Total Department Cost	Chargeable Hours	Possible or Machine Hours	Wage Cost per Chargeable Hour	Department Expense Cost per Chargeable Hour	Factory Cost per Chargeable Hour This Month	Factory Cost per Chargeable Hour Average 4 Mos.	Commercial Cost per Chargeable Hour	Total Cost per Chargeable Hour This Month	Total Cost per Chargeable Hour Average 4 Mos.	Per Cent. Productive Time This Month	Per Cent. Productive Time Average 4 Mos.	Per Cent. Overhead to Labor This Month	Per Cent. Overhead to Labor Average 4 Mos.
Hand Composition	$24,110.93	11,055.8	19,498.5	$1.23	$ .44	$1.67	$1.65	$ .51	$2.18	$2.15	57%	61%	77%	80%
Machine Composition	7,310.26	3,492.0	4,550.5	1.04	.62	1.66	1.67	.43	2.09	2.12	77	80	101	114
Monotype Keyboard	2,490.27	1,518.1	2,577.5	.99	.29	1.28	1.40	.36	1.64	1.83	59	56	65	73
Monotype Caster	3,549.41	1,847.5	3,451.8	.53	.95	1.48	1.62	.44	1.92	2.11	54	58	261	256
Platen Press, H.F., 10x15 and smaller	3,429.65	3,016.0	6,685.2	.59	.24	.83	.83	.31	1.14	1.14	45	47	93	103
Platen Press, H.F., larger than 10x15	1,420.96	1,075.9	2,958.9	.67	.33	1.00	.93	.32	1.32	1.25	36	48	97	101
Platen Press, M.F., 10x15 and smaller	488.62	421.4	869.1	.52	.38	.90	1.07	.26	1.16	1.34	48	42	122	117
Kelly Press	2,879.95	1,104.5	2,565.4	1.11	.90	2.01	2.00	.60	2.61	2.59	43	46	136	169
Osterlind Press	406.04	253.6	607.0	.76	.54	1.30	1.32	.30	1.60	1.65	42	46	111	106
Pony Cyl., H.F., smaller than 25x38	1,665.48	574.3	1,282.9	1.17	.94	2.11	2.18	.79	2.90	3.01	45	42	148	141
Med. Cyl., H.F., 25x38 to 38x50	8,771.88	2,900.9	5,831.5	1.44	.92	2.36	2.53	.66	3.02	3.26	50	50	110	117
Med. Cyl., M.F., 50 inches or smaller	2,347.69	536.9	1,218.9	2.04	1.55	3.59	3.16	.78	4.37	3.75	44	55	114	129
Large Cyl., M.F., larger than 50 inches	950.09	214.6	636.5	2.20	1.69	3.89	3.42	.54	4.43	3.95	34	42	101	154
Cutting Machine	3,266.08	1,789.3	4,377.2	.85	.53	1.38	1.50	.44	1.82	1.97	41	42	114	122
Folding Machine, H.F.	1,002.07	476.6	2,111.2	.51	1.18	1.69	1.62	.41	2.10	1.97	23	30	293	207
Folding Machine, M.F.	222.79	76.9	437.6	.74	1.70	2.44	2.05	.46	2.90	2.37	18	25	291	316
Ruling Machine, H.F.	2,202.94	1,150.2	1,981.1	.93	.35	1.28	1.14	.64	1.92	1.71	58	62	107	101
Bindery "B"	3,385.50	2,507.8	2,930.7	.74	.23	.97	.98	.38	1.35	1.37	86	87	82	74
Bindery "C"	1,714.67	1,441.2	12,816.0	.40	.51	.91	.80	.28	1.19	1.04	11	11	195	165
Bindery "D"	6,845.46	10,038.4	12,130.0	.42	.10	.52	.50	.16	.68	.66	83	87	63	64

Compiled April 28, 1922.

PRODUCTION

DEPARTMENTS	Total Production Impressions	Running Hours	Production Per Running Hour This Month	Production Per Running Hour Average 4 Months	Factory Cost per 1000 Units Running Time Only This Month	Factory Cost per 1000 Units Running Time Only Average 4 Months	Total Cost per 1000 Units Running Time Only This Month	Total Cost per 1000 Units Running Time Only Average 4 Months
Platen Press, H.F., 10x15 and smaller	1,901,361	2,061.4	923	932	$ .90	$ .89	$1.24	$1.22
Platen Press, H.F., larger than 10x15	857,648	820.0	1,046	970	.96	.96	1.26	1.29
Platen Press, M.F., 10x15 and smaller	355,499	283.7	1,253	1,219	.72	.88	.93	1.10
Kelly Press	1,201,740	669.6	1,795	1,787	1.12	1.12	1.45	1.45
Osterlind Press	281,448	159.8	1,761	1,661	.74	.79	.91	.99
Pony Cyl., H.F., smaller than 25x38	542,199	428.5	1,265	1,088	1.67	2.00	2.29	2.77
Med. Cyl., H.F., 25x38 to 38x50	1,305,665	1,440.4	906	854	2.60	2.96	3.33	3.82
Med. Cyl., M.F., 50 inches or smaller	457,220	377.6	1,211	1,315	2.96	2.40	3.61	2.85
Large Cyl., M.F., larger than 50 inches	125,923	101.7	1,238	1,193	3.14	2.87	3.58	3.31

Compiled from figures furnished by 15 members who operate Standard Cost Finding System.

SELLING COSTS

(6 plants)

	Composite
Cost of Completed Work	$77,233.63
Total Selling Expenses	6,239.84
Cost of Selling	8.1%

STOCK HANDLING COSTS

(7 plants)

	Composite
Total Material Used	$26,630.28
Stock Handling Expense	2,730.72
Cost of Stock Handling	10.3%

PERCENTAGE OF COSTS TO TOTAL COSTS

(Exclusive of Material)

	Composite
Labor	51.6%
Factory Dept. Expenses	17.6%
Stock Handling	3.3%
Total Factory	72.5%
Commercial Expense	20.2%
Selling Expense	7.3%
Total Cost	100.0%

Stock Handling and Selling are not included in above hour costs.

Stock Handling Expense is charged as a percentage against Cost of Materials Used. Selling Expense is charged as a percentage against Cost of Completed Work.

Challenges Comparison

Conditions in the Paper Box Making Industry of Canada—Salesmanship and Other Problems of the Manufacturer Treated

Address by S. J. Frame, Secretary-Treasurer, Canadian Paper Box Manufacturers' Association at Convention in Montreal

THE Convention Committee, in preparing the programme for the Convention, for reasons best known to themselves, did me the honour of allotting to me the closing paper of this Convention. In doing so, they did not specify any subject.

After giving the matter some thought, and after taking into consideration that the different phases of the industry, from the spiritual and material standpoint, have been already dealt with by the able speakers who have preceded me, instead of dealing with any particular subject, I will endeavor to make my paper in the form of a summing up of the different points already brought out in the programme.

I will now commence, by referring to the general trade situation.

At the last Convention, we were right in the midst of a violent toppling of prices, the situation being then so uncertain that everyone was buying from hand to mouth for immediate requirements only.

To-day, we are still in a downward market, and it is not improbable but that, while some lines have reached bottom and will go higher in price, the general tendency of prices for years to come will be in a downward direction.

At the same time, it would appear as though the violent reductions in prices are over and that changes in prices from now on will be, comparatively speaking, of a small degree. Therefore, while buying is, to a great extent, still of the hand to mouth variety, yet there is not the same degree of timidity on the part of buyers that existed a year ago.

Numerous buildings are now being erected in Toronto and Montreal, resulting in a great activity in the building trade, which will have a healthy reaction on all other industries.

Taking all things into consideration, it can truly be said that great progress towards the restoration of normality has been made and that fundamentally, while we have yet quite a distance to go before we reach what may be termed "prosperous" times, conditions are very much better than what they were a year ago. Generally speaking, the feeling prevailing is much more cheerful. As Browning says, "God's in His Heaven, all's right with the world."

The Paper Box Industry

Coming now to the Paper Box Industry, I think that it can challenge comparison with any other industry in the way in which it is passing through the ordeal of trying trade conditions, which have been so worldwide during the past year and a half or thereabouts.

Indeed, a representative of one of the commercial agencies in Toronto said, not long ago, that in his travels about Toronto, he could find no industry which was standing up better than the Paper Box Industry.

We are not out of the woods yet though and whether it be hard or prosperous times which we pass through, struggle will still remain the law of life.

In the competitive battle, members will find inspiration in the slogan of the Association "ADVANCE" and its objects, which I now quote:—

"By mutual co-operation among the members.

"To uphold the standing of the paper box business, by educating the general public to a realization of the usefulness and increasing necessity of the paper box, and the extent and size of the paper box industry:

"To raise the general standard of efficiency of those in the business, whereby the capital involved shall have a proper return thereon, the management shall be adequately rewarded, the wages paid and factory conditions shall be such as to attract a good class of labour, and to improve the quality of the product turned out:

"To exchange information as to costs and other matters of general interest relating to the paper box business:

"To maintain and continue by social intercourse, the good feeling at present existing among the trade, and those supplying it."

The objects of the Association call to mind the different stages incidental to the Paper Box Industry, which roughly speaking are five, namely:—

Buying of machinery, raw materials and supplies.
Engaging of help.
Actual manufacturing operations in the factory.
Selling of the product.
Selection and collection of accounts.

As all of these stages, if not directly dealt with in the programme of the Convention, have been dealt with by the Association in the past, I shall only lightly touch upon some of them which occur to me.

First of all I would emphasize the fact that while paper boxes and cartons are turned out by machinery, it is the human element that determines the success or failure of the factory.

As to the stage of buying of machinery, raw material and supplies, one very important point to be remembered is that of according courtesy to supply houses and to their representatives.

This point was dealt with in an able address entitled "Courtesy" given by Hugh M. Niven, superintendent of The Rudd Paper Box Co. Limited, Toronto, before the Toronto Carton Club under date March 23rd, 1920. I take the liberty of quoting as follows from his address:—

"Present conditions only emphasize the necessity of being extremely courteous to all men who call who have anything to sell. It is dollars and cents diplomacy if nothing more."

Engaging Help

Respecting the stage "Engaging of Help"—the human element again entering to the greatest possible degree—discrimination needs to be exercised in the engagement of help to ensure the employment of a good quality of labor, that being one of the objects of the Association.

The stage "Actual manufacturing operations in the factory" has already been ably dealt with by Mr. Fielder at this Convention, and it recalls to my mind the little book entitled "The Paper Box Factory—Efficiency and Production" gotten out by the Association a couple of years ago. I believe that supplementary to Mr. Fielder's remarks, reference to this little book from time to time will be helpful to even the oldest man in the business.

We now come to the stage "Selling of the Product." If the manufacturer is efficient, when he arrives at this stage, he will have up-to-date equipment, materials of good quality, an efficient staff, and a knowledge of costs to enable him to estimate accurately, Mr. Spaulding having dealt with this phase of the industry at this Convention to the profit of all who had the pleasure of hearing him.

Working under such conditions, up-to-date equipment, materials of good quality, an efficient staff, and a knowledge of costs, the paper box manufacturer will have that faith in his product that he will ask from his customer a selling price to yield a reasonable profit, and in addition he should have that faith in himself that when he asks a price he will stick to it. I use the word "faith," for it is undoubtedly true that when a manufacturer cuts his price, nine parts out of ten of the cause of such cutting is the manufacturer's lack of faith in, or fear of, himself, rather than fear of his competitor.

In considering the stage "Selling of the Product" the salesman comes to mind. While the salesman when on

the road has to work out his own salvation, yet the house can set forth for his guidance certain principles, which for him to excel, it is necessary that he practise.

At the same time, as like begets like, and as the stream cannot rise higher than its source, so will the calibre of the house be reflected in the salesman. Therefore, in enunciating principles to the salesman, the house, if it expects the salesman to carry out such principles, must be careful to practise them itself.

Without putting the salesman through a school of salesmanship, can he not be educated in the following elementary truth?

That for him to sell, he must first obtain the customer's confidence and good will, and that he must retain that confidence and good will if he is to continue to sell his customer.

To obtain the customer's confidence and good will, the salesman requires that elusive quality called "personality" and in no other occupation is personality more required.

Is not "personality" only another name for character?

Qualifications Necessary

To acquire character in the eyes of the customer, the outstanding qualifications demanded of the salesman are —honesty, straightforwardness, energy, courage, backbone, punctuality, courtesy, attractiveness in manner, loyalty to his house, sobriety, and neatness in personal appearance.

Invariably the salesman's representations to the customer should be truthful, nor should he promise anything that he has not reasonable expectation of carrying out. Crookedness in conduct never pays. There are some successful persons who are crooked, but they succeed in spite of, and not because of, their crookedness. The salesman should become fully seized of the fact that a successful salesman is one who brings in profitable orders, and that any fool can get orders by cutting of prices.

On the other hand he should recognize that while it is his business to endeavor to get orders at a profit, it is the duty of the buyer to buy as cheaply as he can.

The buyer very often makes unscrupulous statements but couches them in such a plausible language as to lead the salesman to think that the buyer is telling the truth. Also, the buyer may produce what appears to be proof of cutting of prices by competitors, and yet what appears to be proof cannot always be accepted as setting forth all true conditions.

Whether or not the buyer is telling the truth, what confidence can he have in the seller if the house or its salesmen, after quoting a price, chop it down perhaps more than once? In this connection I quote the recommendation of the Board of Directors made at meeting of November 14th last:—

> "That each member when he quotes a price, stick to same and not lower it, thus maintaining his own morale and that of his salesmen, and his prestige with the customer."

The salesman should be imbued with the fact that he is working in the Paper Box Industry whose slogan is "ADVANCE" and that it is his duty to do his part in maintaining the dignity, morale, and esprit de corps which have become characteristic of the industry.

Accounts

I now come to the last stage, that of "Selection and Collection of Accounts." Pertinent to this stage is the paper given by Mr. T. J. Bragg before the Toronto Carton Club at luncheon held March, 1920, and the following recommendation made by the Board of Directors at their meeting held November 14th last:—

> "That each member carefully watch his credits and that he make a practice of drawing at 30 days from the average date of each invoice, average date of invoice being specially emphasized, also that there be charged and collected, interest on overdue accounts and collection charges on returned drafts."

At any time proper selection and collection of accounts is most important to any business—neglect in this respect having been the ruin of many businesses. Especially during present times when so many houses are going to the wall, very special attention to the selection and collection of accounts is absolutely essential.

Having developed his factory and organization to an efficient state, the paper box manufacturer must not become satisfied with himself. Rather, he has to realize that he cannot stand still and that he must go either backward or forward.

Conditions are always changing and, to keep abreast of the times, he must adjust himself to new conditions as they arise. He must not think that he has nothing more to learn, but on the contrary must be always on the lookout for new ideas; Mr. Robert Salade in his address at this Convention having dwelt in a very fine manner upon the subject of "New Ideas in Paper Boxes and Paper Cartons."

If the paper box manufacturer feels the pressure of competition, instead of blaming his competitors, let him look around him in his own factory and organization towards finding out wherein he can effect improvement in his methods, and find new uses for paper boxes.

Canada is one of the most favored nations in the world, and no nation is recovering more quickly than she.

The Canadian Paper Box Industry is in a sound condition. With adhesion by it to the business practices which it is the object of the Association and these Conventions to promote, and also keeping in front of it the Association's slogan "ADVANCE," the industry will continue to be one commanding respect, performing a necessary function in the fabric of trade, obtaining its due share of Canadian prosperity, and carrying on "Business at a Profit."

RESOLUTIONS

Passed at Canadian Paper Box Manufacturers' Convention

RESOLVED: That the Association hereby places on record its deep appreciation of the fine style of the recent issue of The Glue Pot; also its thanks to the contributors thereto, and lastly, its special thanks to Mr. F. A. Fielder, the improved form of The Glue Pot being due to Mr. Fielder's inspiration and his tireless efforts towards its preparation and completion.

Furthermore, Secretary is instructed to send to Mrs. Fielder a bouquet of flowers as a slight recognition of her valuable work in connection with The Glue Pot.

Secretary read message to the Association from Mr. John T. Robinson, of Messrs. John T. Robinson Co., of Hyde Park, Boston.

RESOLVED: That the Secretary forward copies of Mr. Robinson's message to the members and write to Mr. Robinson expressing sincere appreciation of, and thanks for, his message.

The Reverend Canon Shatford, of Montreal, delivered an address on "Making the Best of Present Conditions," and at the close of same, a very hearty vote of thanks was tendered to him for the deep inspiration received by all who had the privilege of listening to the address.

Mr. F. A. Fielder, of Messrs. Fielder Paper Box Co., Toronto, read a paper on "Promotion of Efficiency in the Paper Box Factory," a very hearty vote of thanks being voted to Mr. Fielder for his able effort.

June 27th, 1922.

At a meeting of the Shoe Box Manufacturers the following resolution was adopted:—

That a committee consisting of Mr. C. N. Moisan and Mr. J. L. Morency is hereby appointed to examine into the matter of standard sizes of shoe boxes and make report thereon to the Association. In examining into this matter the committee shall take into consideration Mr. Fisher's proposal that steps be taken in conjunction with the Boot and Shoe Manufacturers' Association towards educating the retail boot and shoe dealers to use shelving to hold boxes of the standard sizes, and that individual shoe box manufacturer, in making up his prices for his shoe box customers, distinguish in his prices the standard size shoe boxes separately from miscellaneous size shoe boxes in the light of any saving which can be effected by making the standard size shoe boxes in large quantities.

RESOLVED: In respect to the article prepared by Secretary embodied in his Bulletin No. 18 is hereby adopted in its corrected form reading as follows:—

To Users of Paper Boxes and Paper Cartons.

This pamphlet is prepared by the Canadian Paper Box

Manufacturers' industry, to acquaint the users of paper boxes and paper cartons with the present situation in respect to the said goods.

Since the beginning, over a year ago, of the process of general deflation in prices, the prices of paper boxes and paper cartons have declined very considerably, the industry having contributed its due share in the readjustment of prices.

The chief raw material of paper boxes and paper cartons is board.

Board has declined to such a point as to justify the opinion that its next change in price will be in an upward direction. In fact, Mr. Roger W. Babson, the noted American economist, has been advising to buyers the purchase of board at present prices.

As to wages, the Canadian Paper Box Industry aims to attract a good class of labour, in order to turn out quality goods. To do so, wages cannot be reduced below their present levels.

Viewing the situation in the light of the above conditions, and also the signs of improvement which are manifesting themselves in trade generally, the user of paper boxes and paper cartons has nothing to gain by holding back his orders for his requirements. Instead, it is obviously in his interest to anticipate his needs by placing his orders sufficiently ahead of time to insure delivery according to his requirements.

Paper boxes and paper cartons being a necessity, not only as containers, but also for advertising purposes, there is nothing which can cause a manufacturer greater inconvenience than a shortage of paper boxes and paper cartons.

Therefore, under all the conditions at present prevailing, this pamphlet emphasizes to users of paper boxes and paper cartons, the advisability, in their own interest, of anticipating their needs well ahead of time to insure proper delivery, and to avert the loss which always arises from the inconvenience of not having paper boxes and paper cartons when they are required.

Even in the dullest years, paper box and paper carton manufacturers are taxed during the last four months of the year to supply customers with their needs. Due to the lightness of stocks now on hand, it is expected that such a condition will be intensified during the last few months of this year. Consequently, special emphasis is laid on the importance of placing orders now for Fall requirements.

Mr. O. B. Towne, Secretary of The Waxed Paper Manufacturers' Association of the United States, addressed the Convention on "The Clean Food Movement." A sincere vote of thanks was tendered to Mr. Towne for his instructive and useful address.

Mr. David F. Robertson addressed the Convention on "Quality of Board looked at in the light of the Association's slogan 'Advance'." A vote of thanks was tendered to Mr. Robertson for his address.

RESOLVED: That a committee consisting of W. P. Bennett, J. B. Lawrason and D. H. McDermid is hereby appointed to take up with the board mills request that the latter issue a list of weights per 1000 sq. feet for the respective qualities of board.

Mr. C. T. Reid addressed the Convention on "Co-operation Within the Association." A vote of thanks was tendered to Mr. Reid for his address.

W. P. Bennett read a paper on "Prevention of Industrial Accidents," a vote of thanks being extended to him for his useful paper.

RESOLVED: That a very hearty vote of thanks is extended to Mr. Salade for his inspiring and comprehensive address on "New Ideas in Paper Cartons and Paper Boxes."

S. J. Frame, Secretary of the Association, read a paper summing up the different points brought out in the programme, a vote of thanks being tendered to him.

The Chairman reported the following recommendations of the Nominating Committee, as to Officers for the ensuing year:—

President—C. Winter Brown, St. John.
Vice-President—J. B. Lawrason, Toronto.
Secretary-Treasurer—S. J. Frame, Toronto.
Directors—L. J. Adjutor Amyot, Quebec; B. Sproule, Toronto, G. Hancock, Galt.

RESOLVED: That the above mentioned officers are hereby appointed.

RESOLVED: That W. P. Bennett be Auditor for the year 1922.

RESOLVED: That in recognition of their services, there be presented to each president on the expiration of his term of office, an illuminated testimonial certifying to his occupancy of the office of president in the year in which he serves. The foregoing resolution shall be retroactive in respect to past presidents.

RESOLVED: That the following votes of thanks are hereby extended:—

To the retiring President for his valuable services in the year just ended.

To the Windsor Hotel for services in connection with the Convention.

To the Montreal members for their bountiful hospitality and courtesy.

To Mr. and Mrs. Feldkamp, of Brantford, for their valuable services in respect to the entertainment part of the Convention.

RESOLVED: That Secretary communicate with Mr. George Turnbull, of Galt, conveying to him the Association's regret on his illness, and its most sincere wishes for his recovery.

RESOLVED: That it is recommended that the new Board of Directors take up the question of having an expert demonstration of the cost of a shoe box and the cost of a folding box, respectively, at the next Convention; whatever expenditure, if any, in this connection is necessary, not to exceed $200.00.

RESOLVED: That a committee, consisting of Mr. Fisher and Mr. Lawrason, communicate, through the Secretary, with the paper mills who sell paper for paper box making purposes, towards having such paper supplied 500 sheets to the ream.

The President asked that the Cost Committee get together to examine the hour rates with a view to making whatever revision, if any, is necessary therein.

RESOLVED: That Niagara Falls, Ont., (Clifton House) is hereby selected as the place for the next Convention.

Splendidly Entertained

The entertainment afforded at the annual convention of the Canadian Paper Box Manufacturers' Association at Montreal was all that could be desired. In the afternoon of the first day of the convention, following lunch at the Windsor Hotel, the Box makers and their wives and friends in attendance were taken for a cab drive to beautiful Mount Royal where group pictures were taken. The weather was ideal and the drive was immensely enjoyed. The same evening a banquet and dance was given at the Windsor Hotel which was featured by the dainty dancing and singing of President Moisan's little daughter, also operatic singing by a sextette from a Montreal amateur operatic society.

Tuesday evening a dinner and dance was given at the Clarendon Hotel, at St. Anne de Bellevue, the party being taken there in cars. Inclement weather prevailed during the drive but it in no wise dampened the zest of the party for enjoyment. After dinner a demonstration of the wonders of radio was staged by a Montreal expert who had installed a receiving set in the dining room of the Clarendon expressly for the occasion. The radio program was a short one, owing to the unfavorable weather conditions; it consisted of a couple of instrumental selections broadcast at Montreal.

On this occassion Mrs. J. K. L. Patterson, of Toronto, rendered a classical vocal selection.

The Clarendon Hotel is celebrated for its dance orchestra composed of four brilliant lady artists. The music rendered was excellent and dancing continued till 1.30 o'clock, every minute of the time being thoroughly enjoyed.

This was the final event of a very successful convention, which was made successful through the efforts of very competent committees.

NOTE.—Further reference to the paper box manufacturers' convention at Montreal intended for this issue had to be held over owing to a lack of space. A number of the addresses given at the convention will be printed in future issues.

It lessens expense bills and cost of production—it will save you money

MR. PRINTER, do you realize that soft type, no matter how cheap, is about as expensive a proposition as you can possibly connect with? What difference does it make if the first cost is a trifle less than

TOUGH METAL TYPE?

—it's the final cost, the finished results that talk!

You know that soft type is easily bruised and quickly worn out; time for make-ready rapidly increases and work deteriorates in quality, but do you know that we have customers who have been using our Tough Metal Type for thirty and forty years with perfectly satisfactory results? Here are some of our Tough Metal faces:

WINCHESTER FAMILY SPARTAN FAMILY ST. GEORGE FAMILY
WINDSOR FAMILY CHATSWORTH FAMILY
CHIPPENDALE FAMILY SOCIETY SCRIPT

Before placing your next order of type, ask us to send you sample sheets and prices.

Write for our list of Rebuilt Machines.

Stephenson, Blake & Company, Limited

WM. HAMILTON, Manager 130 Wellington St. West, Toronto

Most Economical Tool

for the

Composing Room

C & G Trimmiter



"Our saw problems are at an end," says an enthusiastic user of the C & G Trimmiter. "Progressive printers will surely recognize the many advantages the saw possesses. If they are in the market for the most versatile, most flexible, most efficient and accurate composing room saw they will choose the C & G."

You need this cost-cutter. It's moderately priced. Investigate! Machine on demonstration at

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Thoroughly Rebuilt Cylinder and Platen Presses, Paper Cutters and Machinery of all kinds for Printers, Bookbinders, Box Makers, etc. Write and state your requirements.

In answering advertisements, kindly mention "The Canadian Printer and Publisher"—that's your introduction.

CROSS-CANADA NEWS

Sixty Years a Printer

W. A. Letson, Editor of the "Mannville Empire," Mannville, Alta., is very proud of the fact that after sixty years in the printing business he is still going strong.

Born in Queen's County, N.S., in 1847, he entered the "Fourth Estate," in May 1862. As Mr. Letson remarks: "Those were the days of the 'Washington Hand Press' and the Inking Roller and when the 'Printer's Devil.' was aptly named." The printer in those days had troubles that to the present day printer would seem almost unsurmountable. Mr. Letson recalls, for instance, the non-arrival of the "Packet" from Boston (where all the paper came from) and being forced to print the edition announcing the surrender of General Lee on wrapping paper secured from the local merchants. Mr. Letson still preserves a copy of the first paper he published in 1869—a four page, 6 column specimen of the Art of Arts.



After working in several Provincial towns in the United States and the Parliamentary Printing Office at Ottawa, Mr. Letson became associated with the "Liverpool (N. S.) Times," which he edited and published up to 1889. He next published a paper in a nearby town for 15 years after which he went to Alberta and took over the "Mannville Empire."

Mr. Letson states that he attended every session of Parliament as correspondent from 1887 to 1905 and claims to be "fairly good at the case and make-up," but admits he is "perhaps not so fast as in the old days when he was 'Slug No. 9.' "

We are glad of the opportunity to extend to Mr. Letson our best wishes on the occasion of his 75th birthday and the celebration of his Diamond Printing Anniversary.

"Art" Bell, of Cleland-Bell, and "Charlie" Graham, of the Pacific Printers, ran neck-and-neck at the recent Yacht Club Regatta, Victoria, B. C.

Peter Wilson of the Woodstock Sentinel Review and A. R. Alloway of the Ontario Reformer, Oshawa, were guests at the last monthly meeting of the Toronto Club of Printing House Craftsmen.

George Chipman, editor of the Grain Growers' Guide, and P. J. Henry, editor of the Northwest Review, have been nominated as candidates for the Winnipeg seats in the coming general elections in Manitoba.

There is to be noted a slight improvement in the volume of printing orders offering, but with the mills of justice holidaying and everybody thinking vacation, it is not anticipated there will be any permanent revival of business until the dog-days are over.

The provincial government is reported to be considering closing down the printing bureau at the capital, Victoria, B. C., and giving all work out on a contract basis. No definite action has been taken yet, but a decision is looked for soon.

The Ontario Reformer, Oshawa, has purchased The Danforth Chronicle, published in the Danforth district of Toronto. The Reformer intends to maintain a reportorial staff in Danforth, print the paper in Oshawa and return it for distribution in Toronto.

An effort is being made in Montreal to prevent newsboys and street corner news vendors from selling magazines. The question has come before the city council at the instigation of storekeepers of the city who object on the grounds that street vendors are poaching on their preserves and getting business without paying imposts to the city.

Mr. O. R. Wallace, of the Wallace Printing Co., Guelph, Ont., was a welcome visitor to the local office. He is visiting his mother, who is a resident of Vancouver. This is his first trip to the Pacific Coast. Besides being a good printer and an able exponent of sales-tax lore, he is also an ardent florist, and is deriving much pleasure from his meanderings among the flora of B. C.

The Wingham Times celebrated its fiftieth anniversary, June 4. Its first editor, R. A. Graham, is still living at the age of 94, and is even yet an occasional contributor to the paper. Only recently he attended a radio concert in town, though he remembers when the stage coach used to rumble into Wingham from Clinton before the advent of the railway in this district.

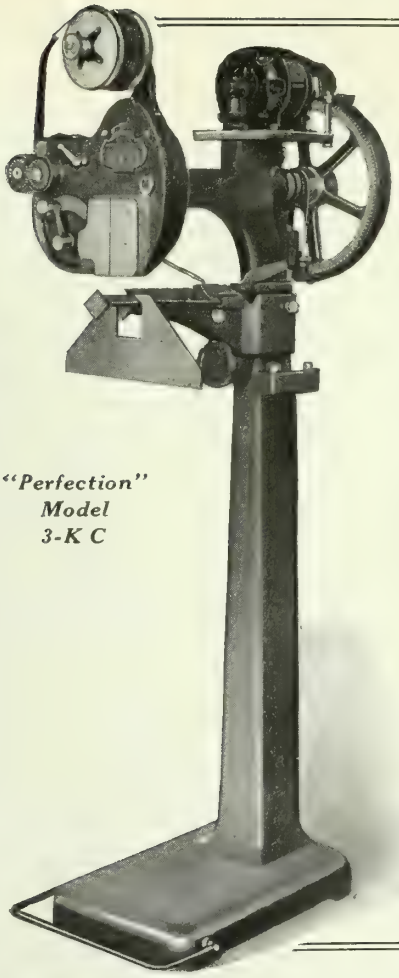
Another newspaper which has made big strides towards the ideal in recent years is the Pembroke Standard. Just recently it completed its fifty-fourth year, the last six years under the capable direction of Mr. Thos. Whalley, a newspaper man of wide experience. The Standard is to be congratulated on its good appearance, its splendid patronage and its capable management.

The Daily Nugget, published in North Bay, has now assigned to N. J. Martin, authorized trustee, 73 King Street west, Toronto. This paper, which was formerly published in Cobalt, and known as The Cobalt Daily Nugget, was the only daily newspaper published north of Toronto between Ottawa and Sault Ste. Marie. On account of the valuable mining information which it contained, the paper had a wide circulation.

A report from Milton states that the Oakville Star and also The Oakville News will erect new buildings this summer. Plans for a modern office for the Milton paper, to be built this year, will soon be in the hands of a contractor. E. A. Harris, Warden of Halton county, and editor of The Burlington Gazette, states that it is likely that he, too, will build a new office in the near future.

Friends of J. Lewis Milligan of Toronto, tendered him a luncheon at the Arts and Letters Club on the eve of his departure for Belleville, where he will be editor of The Daily Intelligencer. Mr. Milligan has been a member of The Globe staff for the past eight years, and those at the luncheon included journalistic associates and men of affairs, educationists, representatives of the Church, and others who had come in contact with Mr. Milligan in his work.

Among the new residents welcomed to Woodstock recently is one of the pioneer newspapermen of Ontario, Natham H. Rucker. Mr. Rucker with his wife and son, has taken up his residence on Wellington street south. Mr. Rucker has been identified with newspaper work for over half a century. In 1860 he first went to Woodstock and learned the printing trade with The Sentinel, which then was owned by Robert MacWhinnie and edited by his brother, John MacWhinnie. Later he was foreman of The Woodstock Times. Since then he has worked in Hamilton and Toronto. He retired from active work in June 1921, on account of ill-health.



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Complete Corner Stitching Service in One Machine

TO MEET the exacting demands required by users of corner stitched boxes, we have designed and built a new "Perfection" Stitching Machine, which will be known as Model 3-KC.

This new design embodies the same characteristics of simplicity and durability which for thirty-six years have marked the progressive trend of the world-known "Perfection" Wire Stitchers.

"Perfection" 3-KC is complete in itself and requires no substitutes, extra parts or special attachments to enable it to do effective work within full range of its capacity. This simplifies operation and avoids lost time. It effectively meets the very exacting service required of a stitching machine in the manufacture of paper boxes.

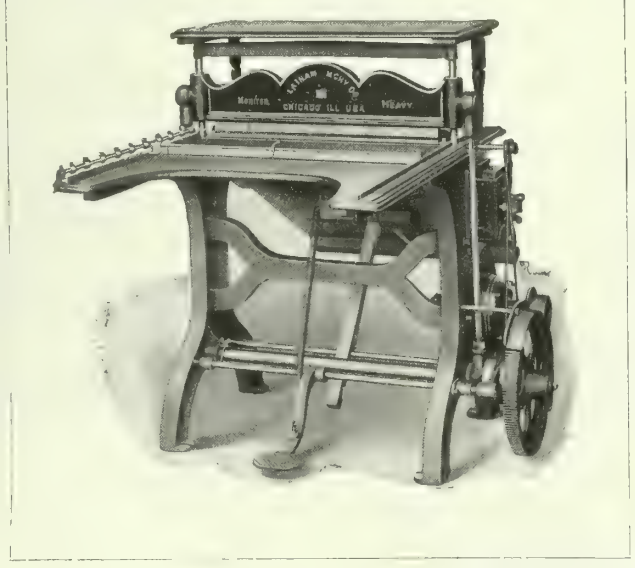
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2. **Direct gear drive motor equipment mounted on top of machine.**
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5. **Narrow stitch for solid stock—wide stitch for corrugated board.**

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Bookbinders' and Paper Box Makers' Machinery

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The Monitor Extra Heavy Perforator

A Machine Built for Service

The word "service" may be defined as the "the duty required." MONITORS will perform "the duty required" with low upkeep expense and practically no attention. What more can you ask?

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The MONITOR Extra Heavy Power Perforator is built in four sizes, 24", 28", 30" and 36". All machines punch the round hole perforation. We also manufacture a 28" Foot-Power machine.

• EXHIBITOR •

Boston Graphic Arts Exposition

August 28 to September 2

On Saturday, June 10, about 200 enjoyment seekers, comprising the management and staff of the News Publishing Company (Truro, N.S.), and friends, attended the N.P.C. second Annual Picnic at Murray's Siding, where a full program of sports and games was carried out, ideal weather conditions and the beautiful location of the picnic grounds adding in no small degree to the success of the event. Leaving Truro on special cars attached to the 9.20 train, and returning at 5 p.m. the picknickers report a day full of excitement, fun, and sport with not a lost minute between trains; everybody tired, but happy. The first issue of the News following the picnic contained numerous illustrated skits bearing on the day's many merry events.

It is announced that Galt Publishers Limited has sold its job and commercial printing department to John Kerr and Gladstone H. Mogg of Galt, to be operated under the name of the Manchester Press. The decision to dispose of the job department was arrived at by Galt Publishers, Limited, largely on account of the necessity of the management devoting its time exclusively to the newspaper end of the business. Both Mr. Kerr and Mr. Mogg are well known in Galt. Mr. Kerr has been connected with the job printing business there for a number of years and Mr. Mogg, who has been an employee of the Reporter for some time, is also an all round man in the job printing business.

The Charlottetown Evening Examiner has suspended publication until further notice. The Charlottetown Guardian says: The Examiner had the distinction of being the second oldest newspaper in the Dominion of Canada, having been established in 1847 as a weekly under the editorial management of the late Edward Whalen. It was converted into an evening daily 45 years ago under the editorship of Mr. W. L. Cotton under whose able and efficient direction it has continued since, filling an important part in the public life of the community. Mr. Cotton is in his fiftieth year as occupant of the editorial chair, a record in newspaperdom in the Dominion. He is at present enjoying a long anticipated tour of Europe accompanied by his wife and daughter, and the letters he has been sending to his old paper have been much appreciated. Mr. J. E. B. McCready, who has been ably acting editor in the absence of Mr. Cotton, will contribute his special columns of Notes by the way to the Guardian exclusively. The suspension of the Examiner will be greatly regretted and it is to be hoped the negotiations initiated for its resumption will be crowned with the success they deserve.

General Sales Manager of Canadian Linotype

Alfred Archer has been appointed to the newly created position of General Sales Manager of Canadian Linotype Limited, and will have charge of all the Company's interests and activities in the Dominion.

Mr. Archer served an apprenticeship in England in all branches of the printing trade, leaving soon after for British Columbia, and after a few years on the Pacific Coast and in the middle western and Atlantic states, went to South Africa. During the Boer War he organized the staff which took over the Government Printing Works at Pretoria from the Dutch management, and remained in mechanical charge until after peace was declared. He then engaged in the printers' supply business, and travelled South Africa from Capetown to the Zambesi.

Mr. Archer's experience in the typesetting machinery business covers a period of eighteen years and includes service with Linotype and Machinery Limited, England, with the Mergenthaler Linotype Company in South Africa and the New York Agency, and as Purchasing Agent for the Brooklyn Factory.

Join Toronto Party for Boston Show

The Toronto Club of Printing House Craftsmen, have sent out invitations to the printers of Ontario, to join the party from Toronto who are going to attend the Graphic Arts Exposition in Boston, which commences August 28 and continues to September 2. The invitation reads as follows:

The Printing Trade:

If you have not already done so, it should be very much to your interest to note in the Printing Trade Magazines the announcements and particulars of the Graphic Arts Exposition to be held under the auspices of the Boston Club of Printing House Craftsmen in Boston from August 28th, to September 2nd.

The Exposition will be conducted in two parts, (A) Printing Machinery and Equipment, in actual use, (B) An Exhibit of Printed Matter. The Exposition is being held at the time of the Convention of the International Association of Printing House Craftsmen, and will be attended by foremen and superintendents of Printing and Lithographing firms from all over the continent.

The show last year in Chicago was one of the most instructive ever held, and it is anticipated that this year's show will be considerably larger than the one a year ago.

A number of the members of the Toronto Club of Printing House Craftsmen will attend the Convention and incidentally the Exposition. The Committee will very gladly give you any further information you may desire, or keep you posted with further details if you will sign the enclosed "Prospect Card" and return.

We would be glad to include your name in the Toronto Delegation, so as to swell the number registered from Canada.

G. C. Lumbers,
Chairman, B-in Boston Committee,
c-o Business Systems Limited,
52 Spadina Ave,
Toronto, Ont.

Rebuilt Printing Bookbinding — REPAIR REBUILD INSTALL — Machinery Lithograph Box Makers

REBUILT MACHINES

0002—14x22 Universal, double friction.
0003—Autopress with Simplified Feeder, 12½x18 sheet.
0006—8x12 W. & B. Gordon with balance weight, power.
0007—Brehmer Stitcher, power, ½".
0008—Golding Lead and Rule Cutter.
0009—Country Campbell, 5 column quarto.
0011—10" Rosback Hand Perforator.
0012—10" Rosback Hand Perforator.
0014—7 column quarto Mentges Newspaper Folder.

SECOND HAND MACHINES

The following machines are being offered at a bargain by a Toronto firm. Ask us for particulars and prices.

3054—Whitlock 2-rev., bed 34x47, front fly delivery, 4 rollers, press seat.
3055—14x22 Universal.
3057—5x7½ Official Press.
3058—30" Howard Victor Power Paper Cutter.
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3060—Roller Rack for 12 rollers.
3061—4 H.P. Jones & Moore Motor with controller.

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Parts for all Westman & Baker Machines kept in stock ready for immediate shipment.

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Manufacturers and Distributors of

Printing and Lithographing Machinery
Complete Printing Office Equipment

TORONTO ONTARIO

Trade News

Showing Samples of Paper

The Wilson-Munroe Co., paper dealers, Toronto, are carrying on an active campaign with printed mailing pieces. The various lines of paper carried by this house are thus shown along with examples of letterpress effects. The campaign is in charge of W. Braby, secretary, who is skilful as an artist. A mailing piece of Waverly Linen Ledger contains a finely executed pen sketch of Sir Walter Scott, which is the work of Mr. Braby.

Harry L. Gage Speaks on Printing

The students of the Worcester Boys' Trade School, Worcester, Mass., recently enjoyed an inspiring talk on printing by Harry L. Gage of the Department of Linotype Typography, Mergenthaler Linotype Company. Mr. Gage touched briefly on the early history of the Art Preservative, but centered his talk about the dignity of printing at this time. He spoke of the various departments of the business-profession, and urged the boys, especially those who had not yet "found themselves," to give serious thought to the taking up of some phase of printing as a life work. The talk was well received, and doubtless inspired many of the boys to pursue the study of printing with added interest.

The avowed purpose of the Worcester Boys' Trade School is "to educate and train the ambitious young man to meet the requirements of modern industry," and the school is carrying out that purpose in a most satisfactory way.

The Ludlow in England

The Ludlow and Elrod Typograph machines have entered the old country printing field.

Among the important London printing houses that Mr. Slattery has recently equipped with Ludlow and Elrod machines are the St. Clement's Press and the Avenue Press, others already Ludlow-equipped including the Cornwall Press and Sir Joseph Causton & Sons, Ltd. These printing houses stand high among the recognized leaders in the United Kingdom.

William A. Reade, president of the Ludlow Typograph Company, is now in Europe on a business trip, and is making his headquarters with Mr. Martin Slattery, who is in charge of Ludlow European business, with offices at Savoy House, 115-116 Strand, London.

Showing Goudy's New Face

The annual report of the Lanston Monotype Machine Company is interesting from several standpoints. The attractive cover design is by Sol Hess and in bronze and black on Japanese Vellum. The inside pages containing the president's and auditor's reports are set in a new and beautiful type face called Garamont, designed by Frederic W. Goudy, Art Director. The balance of the report was set in suburban French. All was set by hand by Mrs. Bertha M. Goudy.

At Box Makers' Convention

Canadian machinery and supply house representatives at the convention of Canadian Box Manufacturers at Montreal included: David Brown, of the J. L. Morrison Co., Toronto; J. H. L. Patterson, of Miller & Richard, Toronto; and F. H. Sears, Toronto Type Foundry Co., Montreal.

Monotypes in Japan

Japanese newspapers, which accepted American journals as models and developed circulations overnight, are just beginning to break away from the ancient methods of typesetting by hand. Japanese monotypes are in operation now in two of the leading newspaper plants of Tokio, and on their keyboards are 4,800 characters. Said the inventor of this super-machine in explaining its mysteries: "It's really very simple, you know!"

For PAPER BOX Printing

MORE than anything else, the printing on paper boxes should be clear and sharp. The effect of chipped or badly worn type is often disastrous.

SCOTCH TYPE

is particularly adapted for this kind of work. It is extremely hard and long wearing; does not wear at the corners or nick easily like so many other types which may be cheaper in the first instance but costlier in the long run.

The durable qualities of Miller and Richard Celebrated Extra Hard Metal Scotch Foundry Type is proverbial. It retains its clear, sharp printing face under the severest service conditions on job after job, year after year.

You can use Scotch type for any purpose—for job work or in your newspaper. It is the most efficient and economical of all types.

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THE CANADIAN PRINTER & PUBLISHER

143-153 UNIVERSITY AVENUE TORONTO, CANADA

CLASSIFIED ADVERTISEMENT SECTION

TWO CENTS A WORD, Box Number as five words; minimum charge is $1.00 per insertion, for 50 words or less, set in 6 pt. type. Each figure counts as a word. Display ads., or ads. set in border, are at the card rates.

OPPORTUNITIES

THOROUGHLY PRACTICAL ALL ROUND printer, young married man, fully familiar with linotype and weekly newspaper work, wanted to take working partnership. Advertiser owns old established plant in good B. C. district, and growth of business needs another practical man. Permanency with good future for man who can make investment. Make full reply, first letter. Address in enclosure to John Martin Paper Co., Calgary, Alta. P7P

THE COMPOSITORS' OPPORTUNITY — The Lanston Monotype Machine Company maintains Free Schools in Philadelphia, New York, Chicago and Toronto to which compositors are admitted for instruction in the operation of the keyboard. Steady employment and good wages are always to be had for Monotype Keyboard Operators. For further information apply to LANSTON MONOTYPE MACHINE COMPANY. (P.2.P.)

WHY WORRY ABOUT COMPOSITORS quitting? We quickly furnish rough sketches for type structures that enable even the novice to produce pleasing set ups. Mail a batch of display copy today, stating size of type form desired. The W. H. Holley Typographic Studio, Lock Box 16, Northfield, Vt.

POSITIONS WANTED

ADVERTISING MAN (CANADIAN) WITH valuable Canadian and U.S.A. daily newspaper experience desires new connection with publisher seeking live, earnest worker to take entire charge for foreign and local departments. Advertiser, now managing evening daily, is a copy-writer, layout man with executive ability, initiative and constructive ideas. Box 424, Conneaut, Ohio. P.6P.

PRINTER—ALL ROUND PRINTER, JOB work, twenty years with one concern estimator, buyer, French. English, correspondence, advertising, non-union, married. Contemplate managing or traveling. Colbert, 779 Dorchester East, Montreal. Write. P.6P.

POSITION WANTED—ALL ROUND COMpositor with city and rural newspaper and job experience open for position in Western Provinces. Can take entire charge. Box 493 Lacombe, Alta.

B in Boston

August 28th to September 2nd

FOR SALE

FOR SALE — COLTS ARMOURY PRESS, size 11 x 15, in good working order. Selling to make room for new equipment. Reply Box 848, Canadian Printer and Publisher. P.U.F.P.

FOR SALE — SPECIAL PRICE, 1 MODEL 14 Linotype (new.) Complete with electric pot and motor. Apply Box No. 849. Can. Printer and Publisher. P7P

FOR SALE—AT LOW PRICE, 1 12 x 18 Chandler & Price Press, with Miller Automatic Feeder in first class condition, a bargain. Apply Box No. 850, Canadian Printer & Publisher. P7P

FOR LEASE — NEWSPAPER AND JOB Office. Full equipment and building in one of the best towns in Ontario. Option to buy if desired. Fine chance for right man. Apply Box 842, Canadian Printer and Publisher. P.5.P.

FOR SALE—TWO DRAWER NATIONAL Cash register with motor and lever opener, made especially for printing office, total and separate adder, takes care of no sale, daily and weekly subscriptions, advertising, job work, news sales, petty sales, number of customers. Most complete and up-to-date. Having sold the franchise of the Review have no further use for so up-to-date machine. Will sell or trade for smaller. Apply Review, Peterboro.

FOR SALE—THREE GAS POTS WITH equipment for linotype machines. In good condition. Only reason for selling, using electricity. Twenty dollars each, F.O.B. Sarnia. Apply to Canadian Observer, Ltd., Sarnia, Ont. Canada. P.6.P.

FOR SALE—COX DUPLEX PRESS, 4, 6, and 8 page, seven column with folder Paging machine, 5 wheel, foot power 30" mill and card board shears. Brehmer box stitcher 12". One 2 H.P. Motor and ¼ H.P. Motor alternating. 1 power grindstone for paper cutter knives. 38" capacity will grind anything. 1 Rosback perforator, 1-15" card cutter. Chases many sizes, imposing stones 30 x 40 and 36 x 60. Wesel punch, 7 punches and eyelet, foot power. For particulars apply Review, Peterboro.

COUNTRY NEWSPAPER AND JOB plant for sale. Good as new—terms to suit purchaser. Box 840, Printer and Publisher.

COUNTRY NEWSPAPER, ESTABLISHED over 40 years. Well equipped with job type, presses and modern linotype, over six thousand dollars business in 1921. Will sell at very reasonable figure for reason which has no reflection on town or business. Population of town 3,000 situated about 100 miles from Toronto. For full particulars address Box 847, Canadian Printer & Publisher. P.6P.

WANTED

BACK ISSUES WANTED—MR. F. H. ATkinson, Technical School, Wentworth, St., N., Hamilton, Ont., will appreciate receiving from our friends, copies of the March issue of The Canadian Printer and Publisher, for the use of his students who entered the adsetting contest. The parcel of papers sent to this school was lost in the mails and complete supply is exhausted. Help Mr. Atkinson, by sending him your copy, if you can spare it. Thanks.

WANTED—WAITE STEEL DIE EMBOSSing press, must be bargain. Write us even if fit only for repair parts. Give accurate description, condition, lowest price, first letter. Box No. 838. Canadian Printer and Publisher. P.7.P.

WANTED — USED WOODTYPE, CASES, racks, Gordon and Porter chases, job and news galleys, eight and ten point body type. What have you, and price? Address The Osborne-Johnson Press, Midland, Ont. P.6.P.

SITUATIONS VACANT

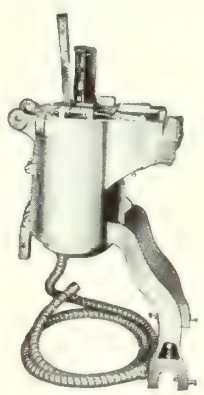
MONOTYPE KEYBOARD OPERATOR wanted for Toronto office, good opportunity for experienced operator. Box 851, Can. Printer & Publisher. P7P

WANTED AN EXPERIENCED PRESSMAN, one accustomed to do high class half tone work. Apply stating wages expected, to The Tribune Printing Co., Ltd., Sackville, N. B. References. P.6P.

WANTED—Good live newspaper and periodical make-up man. Must have initiative. Accurateness with speed is what we want. Good wages to right man. Apply to Box 839 Printer and Publisher.

FOR SALE

MODEL "J" LAUREATE COMPLETE with 1 1-3 horse power Jenny Motor on a special elevated stand equipped with an endless belt and an automatic tightener. The motor has never given the slightest trouble since it was installed with the press and is in first class condition. The press has four form rollers with two extra form stocks and five back rollers. It is equipped with a counting machine, wire guard for wheels, large 28" pulley, predetermined starter and switch button control. In addition to the foregoing we have within the last few months installed on the back a patent roller holder. It is also drilled for gas with a gas blank, which cost $100.00 extra when the press was erected. It is guaranteed in first class condition and has been used continuously on the very highest grade of work. We will be willing to dispose of it for $1,500.00 cash 30 days. Rous & Mann, Limited, Toronto.



Cline Fortified Interchangeable Electric Melting Pot

FITS ANY STANDARD TYPESETTING MACHINE AND IS INTERCHANGEABLE.

Write us for further details.

CLINE ELECTRIC MFG. CO.

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The Ludlow

In the Big Commercial Plant

YOUR most exacting customers will be surprised and pleased with Ludlow composition. It is hand composition on slugs. But the typefaces are always new, in sizes from 12 to 60 point, including bold and extended.

Alongside Keyboard Machines

Alongside keyboard machines, the Ludlow is a time and money-saver. Each compositor gets the display lines he wants, the way he wants them, quickly, without any mold or machine changes.

Beauty of display will attract new business. Wide range of sizes, in bold and extended faces, gives freedom of choice to your good compositor, who deplores machine-set heads.

Unlimited quantities, in any font, without storage, enable you to accept big jobs in big faces—such as posters, store directory sheets, imprinting of big calendars, etc. You cannot run out of sorts.

No worn faces will ever again disfigure your work. The faces on every job will be new—because you cast it new as you go.

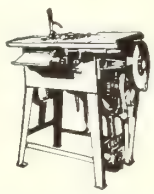
Printing from slugs will save electrotypes. By casting each line twice or more, you get multiple forms without electros. Little makeready is needed. Ludlow slugs are accurate in height-to-paper.

Small floor space is often a determining factor. The installation of a Ludlow, with all equipment, requires only six-feet square. It usually displaces type racks and storage systems that release many times that space.

A Ludlow once used is always indispensable alongside a battery of keyboard machines.

SOME BIG USERS

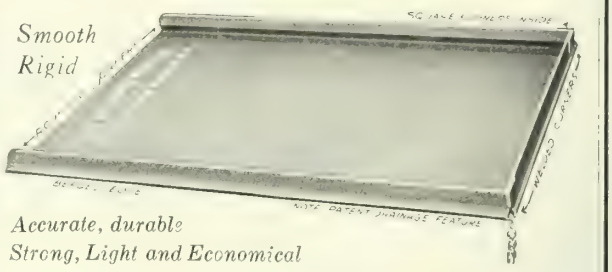
R. R. Donnelley & Sons Co., Chicago; Printing Products Corp., Chicago; Tucker-Kenworthy Co., Chicago; Gutenberg Press, New York; Industrial Press, New York; The Husted Co., Cleveland; Linotypers Co., Columbus; Dunham Printing Co., Portland, Ore.; Blanchard Printing Co., Boston; C. E. Pauley Co., Indianapolis.



Ludlow Typograph Co.
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Eastern Office: World Building, New York City
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Mono-Lino Typesetting Co., Limited
160 Richmond Street West Toronto, Canada

LUDLOW QUALITY SLUG COMPOSITION ABOVE 10 PT.

Challenge Pressed Steel Galleys



The Single-Piece All-Purpose Galley

Challenge Pressed Steel Galleys are made in all standard job, news and mailing sizes, including 13 ems plus one point and 26½ ems plus 2 points—for newspaper work. These latter sizes can be furnished with Challenge Removable and Non-Removable Galley locks. Special Size Galleys made to order promptly.

Send for Circular, List of Sizes and Prices
Your Dealer Sells Challenge Pressed Steel Galleys

The Challenge Machinery Co.
Home Office: Grand Haven, Mich.
Chicago: 124 S. Wells Street New York: 461 Eighth Avenue

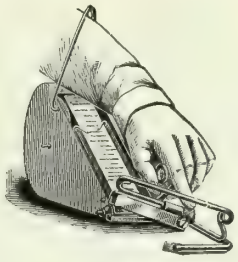
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Have been used for years, and the demand for this Canadian made sheet is growing by leaps and bounds. There is a reason for this. Quality is there, and any jobber can supply your needs promptly.

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Sold through all Prominent Jobbers



THE ROBERT DICK MAILER

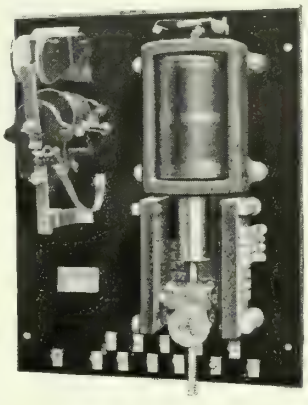
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—For foreign invoices and other printed forms on which manifold copies are made, and

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Complete Service for Rebuilding and Moving Presses. Agents for Rosback Perforators and Stitchers, Bunn Tying Machines, Southworth Punches and Holdfast Hangers. All kinds of Printing and Lithographing Materials.

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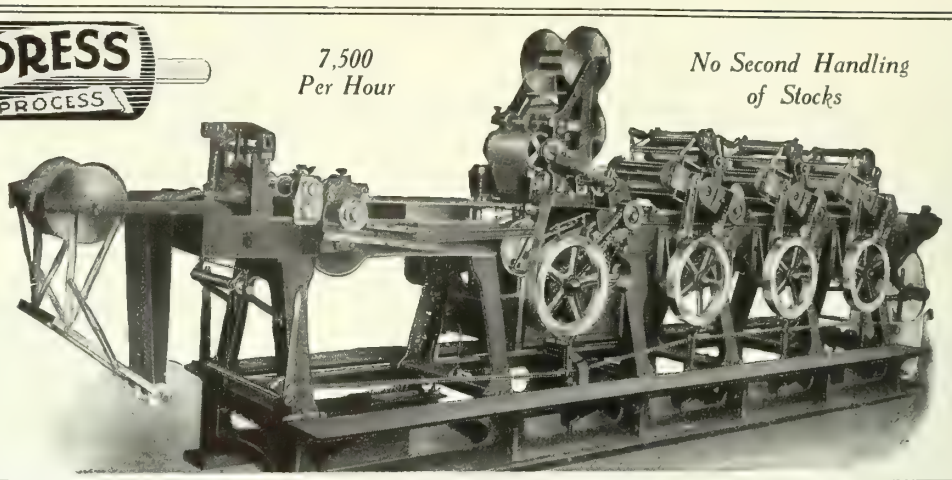
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7,500 Per Hour

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It is more than a Multi-Color Press. Prints in all colors on both sides of the paper at the same time; numbers, perforates, scores, die-cuts, punches, cuts both ways, rewinds or piles—all at a speed of 7,500 impressions per hour. One man operates the New Era and there is no second handling of stock necessary. WRITE NOW!

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Limited
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No connection with any Printing House

Agents for Ludlow Typograph and Elrod Slug and Rule Caster

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"CRAFTSMAN" BLACK

FOR DENSITY, NON-OFFSET and GENERAL EXCELLENCE IN HALF-TONE WORK.

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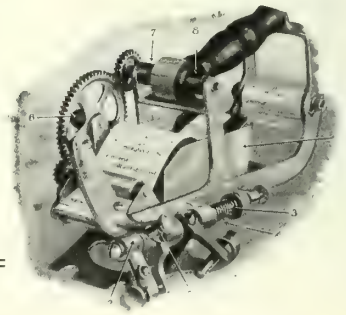
Shackell, Edwards & Co.
LIMITED
127 Peter Street Toronto, Canada

ALL OUR INKS ARE MADE IN CANADA AND HAVE BEEN SINCE 1911

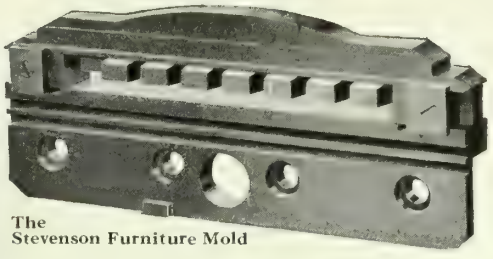
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THE extreme lightness and exact "hang" of the New Wing Aluminum Mailer make it ideal for use by either boys or girls who can operate, with either hand for hours without fatigue. Actual tests over a period of six years have established its unusual strength, freedom from trouble and greater speed. Let us send you evidence that it actually reduced mailing expenses by 35%.



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GREENFIELD - MASS., U. S. A.



The
Stevenson Furniture Mold

Why You Need This Stevenson Furniture Mold

A-plenty of make-up spacing material is the back-bone of every composing room. You know what it means to be shy of make-up material—and it's more often shy than otherwise. The only remedy is to operate the source of supply yourself and be sure of a supply that will expand and contract with the volume of your business.

The Stevenson Furniture Mold will cast make-up furniture in all sizes from linotype metal. It will supply whatever may be lacking in make-up space and base on short notice. A few hours' casting will replenish the largest rack.

Winnipeg, Canada.

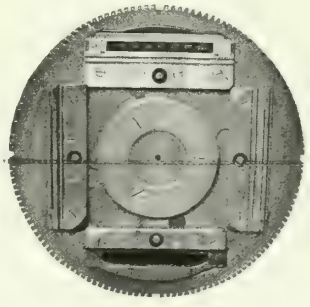
Dear Sirs:

Public Press, Limited, has put the furniture cast from the Stevenson mold to considerable further usages than claims made for it by the inventors.

Yours very truly,
B. F. Quinton,
Foreman Composing Room,
Public Press, Ltd.

Unsolicited Testimonial.

Whether you have a three-machine or a sixty-machine plant makes no difference, one Stevenson Furniture Mold is all you need. **Let us send you full particulars.**



Ashton G. Stevenson, Inc.

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Let every subscriber look at the address on the label of this issue of Canadian Printer and Publisher, and, if it is not correct, please fill in and mail to us the following—

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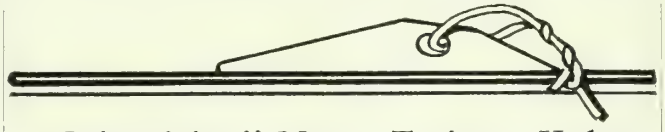
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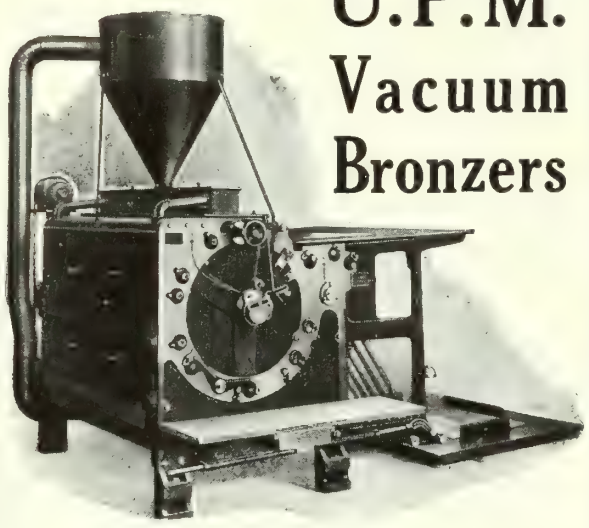
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UNITED PRINTING MACHINERY COMPANY

24 Houses

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113 U.P.M. Vacuum Bronzers



CANADA

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Consolidated Lithographing & Manufacturing Co., Ltd., Montreal	1
Lawson & Jones, Ltd., London, Ont.	1
Miller Lithographic Co., Ltd., Toronto, Ont.	1
Royal Printing & Lithographing Co., Halifax, N.S.	1
Southam Press, Ltd., Montreal	1
Standard Lithographic Co., Ltd., Toronto, Ont.	1
Stovel Co., Ltd., Winnipeg, Man.	1

UNITED STATES

U. S. Printing & Lithograph Co.	24
Robert Gair Co.	10
Stecher Lithograph Co.	8
Forbes Litho Mfg. Co.	7
Calvert Lithograph Co.	6
National Folding Box & Paper Co.	6
Nevins Church Press	6
American Lithograph Co.	5
Wm. Steiner, Sons & Co.	5
Brockway-Fitzhugh-Stewart-Inc	
Columbia Graphophone Co.	4
Heywood, Strasser & Voigt Litho. Co.	4
Ketterlinus Litho. Mfg. Co.	4
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UNITED PRINTING MACHINERY CO.

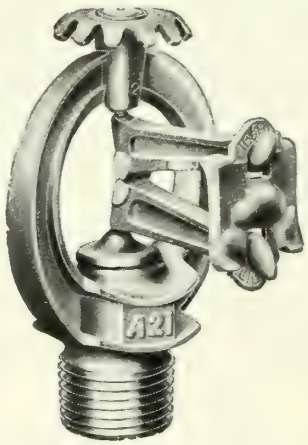
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August 28 to September 2

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Real protection is assured

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Your Paper Box Factory and Printing Plant is protected by this "AUTOMATIC" SPRINKLER. The Insurance Companies like this particular kind—it's reliable.

Estimates furnished—write today to

THE

Bennett & Wright Co., Ltd.

72 Queen St. East, Toronto

$50,000 would not buy my copy of the Ruxton Course

said a Toledo, Ohio, business man.* Fifty-one other men who took the same course two years ago were also asked to sell. *Only one copy* was available the owner had died. Five of the men said:

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"I should not care to part with it. I appreciate real worthwhile instruction when I see it."—E. A. W.,* *Detroit, Mich.*

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In every issue of THE PRINTING ART monthly is a similar course of instruction by Robert Ruxton including illustrated criticism of current advertising. It is absolutely different in treatment and principle from anything ever published. The cost of this department alone is very heavy, yet subscribers get it without extra charge—for the subscription price of the magazine.

The Printing Art is a large, beautifully printed monthly magazine averaging 100 pages (9¼ x 12¼). Its full-page illustrations are selected from the entire field of commercial art.

The articles in THE PRINTING ART are intensely practical and interest advertisers, business men, printers, engravers—all who use advertising and who sell by printed words.

We know that THE PRINTING ART is a big value because literally hundreds of business men (unasked) have told us just that—but everyone may decide for himself without obligation. Simply note coupon and act.

* Names given on request.

The Printing Art, Cambridge, Mass.

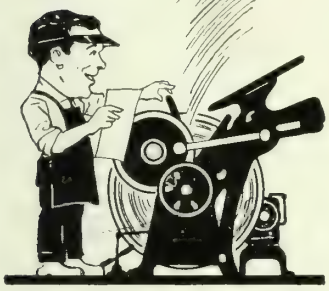
Gentlemen: Please send me THE PRINTING ART for one year, containing Mr. Ruxton's lessons on writing selling copy. You may send me a bill for $4.00 (Canada, $4.50; Foreign, $6.00) to cover this subscription, which I agree to pay promptly, upon condition that, if at the end of three months I am for any reason not perfectly satisfied, you are to refund the entire sum without question, and I am to keep the magazines without further obligation.

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Every job has a definite speed for greatest output. Time is lost at low speed, and at high speed, the throw-off and spoilage reduces production.

The Kimble motor has an infinite range of speeds from full to quarter speed. There is a speed for every job.

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Address correspondence to nearest representative.

GREAT WEST ELECTRIC CO., LTD., 57 Albert St., Winnipeg, Man., for all points west of Port Arthur and Fort William.

MASCO COMPANY, LTD., 76 Richmond St. E., Toronto, for all points east of Port Arthur and Fort William.

KIMBLE MOTORS

The Only

BRITISH

Process Screens

DIAMOND

for

HALF-TONE, COLOR

and

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List Free:

F. E. Brown & Co.

Guthlaxton St.

Leicester,

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B & G & Co.

CABLE BOND

MADE IN CANADA

A high-grade Bond Paper for Correspondence and Business Forms.

White Wove

Ream Lots .....35c per lb.
Case Lots .....33½c "
Ton Lots .....30c "

Stocked in—
17x22—13, 16, 20, 24 lbs.
17x28—20½, 25½ lbs.
19x24—19½, 24½ lbs.
22x34—32, 40 lbs.

PATRICIAN COVER

BEAUTIFUL and ADAPTABLE

Strong, Bulky and Pliable, with a leather grained finish, PATRICIAN COVER carries the character appeal like the "Patricians" of ancient Rome.

Stocked in—

BRONZE—COPPER—GOLD
IVORY—JADE—PLATINUM
SILVER—SAPPHIRE.

20½x26—65 lbs., $18 per Ream
Also stocked at Mill only in—
23x33—95 lbs., $26.50 per Ream
20½x26—Double Thick, $8.50 per 100 sheets
23x33—Double Thick, $12.50 per 100 sheets
10% off in 5 Ream Lots
Write for Samples

B & G & Co.

Hamilton and Montreal.

The Don Valley Paper Co. Limited TORONTO

Ask Your Jobber for

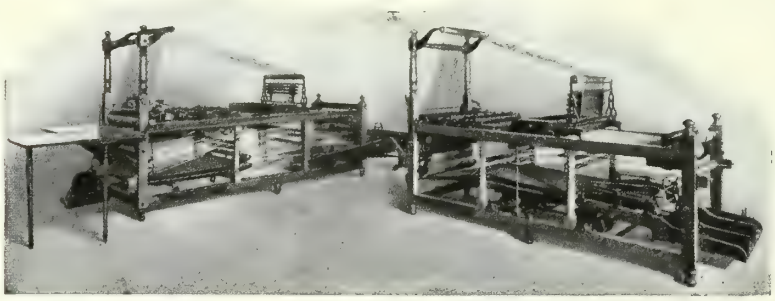
MAPLE LEAF BRISTOL

High Grade Bristol in White and following colors: Pink, Canary, Green, Salmon, Blue, Cherry, Buff, Lilac. Made up in index size on special orders.

Made in Canada by

THE DON VALLEY PAPER CO., LTD.

TORONTO, CANADA



Hickok Dual "L" Ruling Machine

For Ruling Paper Two Ways on One Side at One Feeding

The Dual "L" Ruling Machine is designed to meet the wants of the shop in which a great deal of stock such as bill-heads and like forms are ruled, which require down and cross lining on one side of the sheet at one feeding, hence the cost of the time in feint-lining is saved. This machine is also successfully used on job work where the runs are of five reams or more. This machine is carefully designed and manufactured and does extremely accurate work; in fact will do as perfect work as any job machine. We recommend and guarantee it to do perfect work. About two years ago, we perfected this machine so that it can now be constructed with a striking ruling machine as the first half, and a striking ruling machine as the second half. Struck or down lining can be done on both halves at one feeding with perfect satisfaction, thereby saving a complete handling of the paper.

THE W. O. HICKOK MFG. CO.

ESTABLISHED 1844 HARRISBURG, PA., U. S. A.

EQUALLY attractive either as a book or cover paper, UTILITY-ACCORD serves a double purpose. Perfectly matched for color and texture in several weights, it may be used for text or covers for light or heavy mailing units.

UTILITY-ACCORD

Serves the Advertiser Well.

It is made in seven attractive colors in 20x20—65 lbs. and 20x26—130 lbs.; also in 25x38—60 lbs.

Have You a Sample Book of UTILITY-ACCORD?

NIAGARA PAPER MILLS

LOCKPORT, N.Y.



Go to Goes for

The Goes Art Advertising Calendar Pictures
The Goes Art Advertising Calendar Mounts
The Goes Lithographed Calendar-Pads

A varied assortment of original styles has been prepared especially for the 1923 calendar trade. Also

The Goes Art Advertising Blotters
The Goes Art Advertising Mailing Cards
The Goes Art Advertising Calendar Cards
The Goes Art Advertising Hangers

The Goes Printers' Helps also include

Diplomas and Certificates-of-Award for all purposes

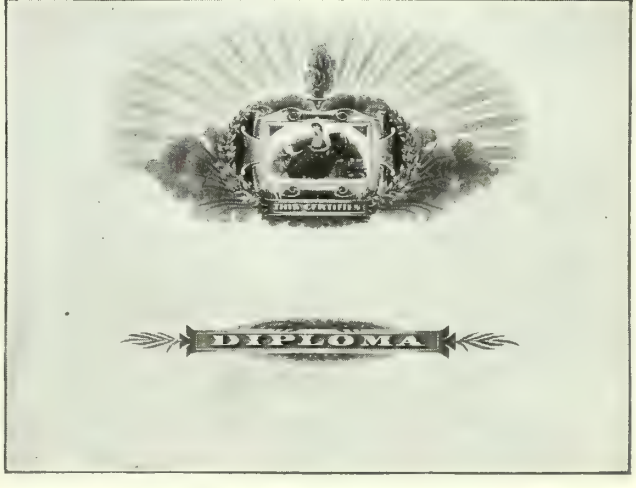
Stock Certificates *Common-Law Certificates*
Bordered Blanks *Bond Blanks*

The Goes Common-Law Record Book and the Goes Corporation Record Books are complete record books. *Forms helpful during the organization, as well as in the keeping of subsequent records, are provided.*

Samples or descriptive matter of all of these Goes Products, will be sent promptly upon request

Goes Lithographing Company

41 West 61st Street, Chicago



Buyers' Guide



Newspaper and Magazine Accounts EVERYWHERE

Send us your delinquent accounts. Let us turn them into cash for you.

No Collection, No Charge—Prompt Returns.

Reult - Reult

REFERENCES—The Bank of Nova Scotia and over 200 satisfied Canadian publishers for whom we have been collecting for the last nine years.

The Canadian Mercantile Agency
OTTAWA, CANADA

SEE PAGE 52 ?

Filling Your Advertising Columns

Through the FINANCIAL POST you can reach the men who make the advertising appropriations, who have the final say as to the choice of media, as well as a large proportion of Canada's leading advertising agency executives.

Business men see big business on the way. Returning confidence is leading to bigger advertising appropriations.

As a publisher, you want to get your share **of the advertising that is now being planned.** Look over this list. It shows who reads THE POST.

—Every Canadian investment house
—Head office officials in every Canadian bank.
—Insurance, trust and loan company officials, etc.
—over 4,000 executives of leading industrial and commercial institutions.
—Advertising Agency executives.

Let us tell you how by advertising in THE FINANCIAL POST you can increase the volume of advertising in your own publication

THE FINANCIAL POST
143 University Ave. TORONTO

THE firms listed in this Buyers' Guide are all advertisers in PRINTER AND PUBLISHER. *Refer to the ads. by consulting the Index. Our interests are mutual—tell the advertisers you read their ad. in* PRINTER AND PUBLISHER. *Patronize* PRINTER AND PUBLISHER *advertisers—they are all definitely interested in the promotion of efficiency in equipment and service in Canada's allied printing trades.*

ADDRESSING MACHINES
Pollard-Alling Co., New York.
Toronto Type Fdry Co., Ltd.
The Challenge Machinery Co., Grand Haven, Mich.
Miller & Richard, Toronto, Ont.
Westman & Baker, Limited, Toronto.

BADGES, METAL, RIBBON AND CELLULOID
Bastian Bros., Cobourg, Ont.

BAILERS FOR WASTE PAPER
Golding Mfg. Co., Franklin, Mass.
Logan, H. J., Toronto, Ont.
Miller & Richard, Toronto, Ont.
Stephenson, Blake & Co., Toronto.
Stewart, Geo. M., 92 McGill St., Montreal.
Toronto Type Fdry Co., Ltd., Toronto, Ont.
Westman & Baker Limited, Toronto.

BINDERY EQUIPMENT AND SUPPLIES
(See also CUTTING MACHINES)
Berry Machine Co., St. Louis, Mo.
Dexter Folder Co., New York.
Golding Mfg. Co., Franklin, Mass.
Hall Co., Inc., Thomas St., New York City.
Hickok Mfg. Co., Harrisburg, Pa.
Logan, H. J., Toronto.
Machine Builders Ltd., Montreal.
Morrison Co., J. L., Toronto.
Stephenson, Blake & Co., Toronto.
Stewart, G. M., Montreal.
Toronto Type Fdry Co., Ltd., Toronto, Ont.
Westman & Baker Limited, Toronto.

BINDERS—LOOSE LEAF
Brown Bros., Limited, The, Toronto.
Vawter-Luckett Co., Toronto.

BRONZING MACHINES
United Printing Machinery Co., Boston.

COMPOSING ROOM EQUIPMENT
(See also LEADS, SLUGS AND TYPE)
The following list covers Iron Furniture—
DeCarle-Wareham Co., Toronto.
Hall Co., Inc., Thomas St., New York City.
Hamilton Mfg. Co., Two Rivers, Wisconsin.
Miller & Richard, Toronto, Ont.
Printers' Ideal Equipment Mfg. Co., Toronto.
Stephenson, Blake & Co., Toronto.
The Challenge Machinery Co., Grand Haven, Mich.
Toronto Type Fdry Co., Ltd., Toronto, Ont.
Westman & Baker Limited, Toronto.

COUNTING MACHINES
Miller & Richard, Toronto, Ont.
Stephenson, Blake & Co., Toronto.
Toronto Type Fdry Co., Ltd., Toronto, Ont.
Westman & Baker Limited, Toronto.

CUTTING MACHINES—PAPER
Golding Mfg. Co., Franklin, Mass.
Miller & Richard, Toronto, Ont.
Morrison Co., J. L., 445 King St. W., Toronto.
Printers' Machinery Co., Limited, Toronto.
Stephenson, Blake & Co., Toronto.
The Challenge Machinery Co., Grand Haven, Mich.
Toronto Type Fdry Co., Ltd., Toronto, Ont.
Westman & Baker Limited, Toronto.

COLLECTION AGENCIES
Canadian Mercantile Agency, Ottawa.
Dominion of Canada Credit Service, Toronto.

DIE CUTTING
Levy & Co., Toronto, Ont.

EFFICIENCY EXPERT
Pepper, J. L., 602 Lumsden Bldg., Toronto.

NOVELTIES
Bastian Bros., Cobourg, Ont.

PAPER, MAILING AND MATRIX
Baveridge Supply Co., Ltd., Montreal, Que.

FEATURES

Weekly Pages
Camera News; Fashion; Children's Feature.

3-A-Week
Radio; Hints for the Motorist; Handicraft in the Home.

Daily Features-Comic
Hanny's Cartoons; Us Kids; Smiles; Noozie; Jingles.

Other Dailies
Pertinent Portraits; Fashion Hints; Puzzles.

Special Series
72 Lessons in Baseball; 24 Lessons in Boxing; 48 Classified Promotion Ads; 84 Useful Bird Citizens.

Miscellaneous
Weekly House Plans; The Ad-Route—a monthly house organ for newspapers—By W. S. Ball

Proofs, prices and sample mats with pleasure on request.

The International Syndicate
22 years of Unfailing Feature Service
Baltimore, Maryland

Manufacturer's Printing Dept.
FOR SALE

Colt's Armory Press; No. 1 Gordon; 34" Brown & Carver Power Cutter; No. 2 Monitor Power Stitcher. Large range of Foundry Type in good condition. Complete small accessories.

WILL SELL SEPARATELY, OR AS A UNIT

Make us an offer.

CONSOLIDATED OPTICAL Co. LIMITED
400 Richmond St. W., Toronto.

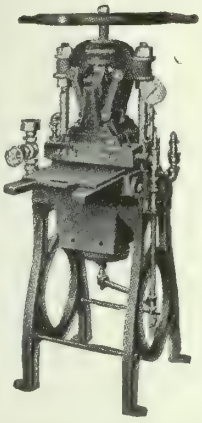
Are You Able to Turn Your Spare Hours Into Dollars?

If not—and you are really trying to cash in on the spare moments you have—if you have made up your mind to sail in and actually increase your monthly income without hindering your regular work—you surely want to hear about this plan. Write for complete details to

Box 700
Printer & Publisher

Buyers' Guide

PRINTERS!



Make your own rubber stamps with very little extra equipment.

Send For Catalog.

THE J.W.F. DORMAN CO.
BALTIMORE - MD.

TICONDEROGA PULP AND PAPER CO.
Machine Finish, Special Magazine and Antique Finish
BOOK, MAGAZINE, COATING, LITHOGRAPH AND MUSIC
PAPERS
Mills at Ticonderoga, N.Y.
Sales Department
Rooms 800-816. 522 Fifth Avenue, New York



BERRY ROUND HOLE CUTTER
Drills or "cuts" clean holes through any paper or pasteboard stock ten times as fast as a die punch.
Will drill from one to six holes in one operation.
Built in Four Models.
Berry Machine Co.
300 N. Third St. St. Louis, Mo.



ELECTROTYPING AND STEREOTYPING
Rapid Electrotype Co., Ltd., Toronto.
Toronto Electrotype & Stereotype Co., Toronto.

ELECTROTYPE AND STEREOTYPE BASES
The Challenge Machinery Co., Grand Haven, Mich.
Toronto Type Foundry Co., Ltd., Toronto, Ont.
Westman & Baker Limited, Toronto.
Miller & Richard, Toronto, Ont.

ELECTROTYPE METAL
Canada Metal Co., Limited, Toronto.

EMBOSSING EQUIPMENT
Golding Mfg. Co,. Franklin, Mass.
Stephenson, Blake, & Co., Toronto.
Miller & Richard, Toronto, Ont.
Toronto Type Fdry Co., Ltd., Toronto, Ont.
Westman & Baker, Ltd., Toronto.

ENGRAVERS' EQUIPMENT
Engravers' Machinery Co., of Can., Ltd., Mont.

ENGRAVERS
Legge Bros., Toronto, Ont.
National Photo Engraving Co., Montreal.

ENVELOPE MANUFACTURERS
Dawson, Ltd., W. V., Montreal and Toronto.
Toronto Envelope Co., Toronto.

ESTIMATING AND COST SYSTEMS
Porte Publishing Co., Salt Lake, Utah, U.S.A., and 32 Temperance St., Toronto.

FEATURES AND READY PRINT SERVICE
Brown Bros., Limited, The, Toronto.
International Syndicate, Baltimore, Md.

GUMS, PADDING AND PASTES
Beveridge Supply Co., Ltd., Montreal, Que.

FIRE EXTINGUISHER
Bennett & Wright, Toronto.

INK (PRINTING) MANUFACTURERS
(*Including Brozing Powders.)
Ault & Wiborg Co., Toronto, Ont.
Charles Bush, Limited, Toronto.
Canada Printing Ink Co., Toronto.
Columbia Printing Ink & Roller Co., Vancouve B.C.
Dominion Printing Ink Co., Ltd., Toronto.
Huber Ink Co., Toronto.
Manton Bros., Toronto. Ont.
Shackell, Edwards & Co., Ltd., Toronto.
Sinclair, Valentine & Hoovs, Ltd., Toronto, Ont.

LABEL PRINTING
Levy & Co., Toronto, Ont.

LEADS, SLUGS AND TYPE
DeCarle-Wareham Co., Toronto.
Great Western Smelting & Refining Co., Vancouver, B. C.
Miller & Richard, Toronto, Ont.
Stephenson, Blake & Co., Toronto.
Toronto Type Fdry Co., Ltd., Toronto, Ont.
Westman & Baker Limited, Toronto.

LITHOGRAPHERS
Goes Lithographing Co., Chicago, Ill.

MAILING MACHINES
Miller & Richard, Toronto, Ont.
Chauncey Wing's Sons, Greenfield, Mass.
Pollard-Alling Co., New York, N. Y.
Rev. Robert Dick Estate Buffalo, N. Y.

MAILING GALLEYS
The Challenge Machinery Co., Grand Haven, Mich.
Miller & Richard, Toronto, Ont.
Toronto Type Fdry Co., Ltd., Toronto, Ont.
Westman & Baker Limited, Toronto.

MELTING POTS, ELECTRIC
Cline Electric Co., Chicago, Ill.

METAL
(For all kinds of Typesetting Machines and for stereotyping purposes.)
Canada Metal Co., Limited, Toronto.
Great West Smelting & Refining Co., Vancouver, B. C.

METAL FURNITURE
De-Carle-Wareham Co., Toronto.
Miller & Richard, Toronto, Ont.
Mono-Lino Typesetting Co., Toronto.
The Challenge Machinery Co., Grand Haven Mich.
Toronto Type Fdry Co., Ltd., Toronto, Ont
Westman & Baker Limited Toronto.

MOTORS AND TRANSMISSION
Cline Electric Co., Chicago, Ill.
Hall Co., Inc., Thomas St., New York City.
Kimble Electric Co., Chicago.
Leslie Electric Co., Toronto.
Manton Bros., Toronto, Ont.
Printers' Machinery Co., Limited, Toronto
Toronto Type Fdry Co., Ltd., Toronto Ont
Westman & Baker, Limited Toronto

Don't write your past due subscribers that you'll cut them off your mailing list unless they pay up immediately. Such letters *do not pull*—the subscriber figures you are wiping him off entirely, so he doesn't pay and you have lost him forever. *Do this instead*—send us a list of your past dues, showing the amounts required to pay them ahead up to the end of the current year. We'll quickly turn those past dues into paid-ahead subscribers again, like we are doing now for other publishers all over Canada. Purely Commission basis.
$ $ $
$ $
$

DOMINION OF CANADA CREDIT SERVICE
P. O. BOX 156 TORONTO

NOW is the time to Buy—don't wait. Consult these advertising pages. Our advertisers will *save* you money—Buy *Now*.

Boston Expects You
AUG. 28th TO SEPT. 2nd

NATIONAL SIGN CO.
ADEL. 5298
SIGN PAINTERS
36 DUNDAS ST. W.
"SIGNS THAT ADVERTISE"

Buyers' Guide

Mail Orders a Specialty

J. A. BAKER

Confidential Secretary to Men of Means

By Appointment

Toronto Bank Bldg., 205 Yonge St.

Phone Main 763

Expert Penman and Instructor

Established 30 years in Toronto

At Your Service For

SOCIETY STATIONERY

Announcements, Invitations, Professional and Visiting Cards, Addresses, Resolutions, etc.

Fast Service and Expert Workmanship on

Printing Press Repair Work

When things go wrong call

JAMES BAIN & SON

ENGINEERS AND MACHINISTS

99 Mary St., Hamilton, Ont.

They Want The Best In Printing

Investment and financial houses, insurance companies, large business institutions demand the best in printing service.
Such accounts are steady and profitable for the printer.
Through THE FINANCIAL POST you can reach the men who buy printing for these important institutions as well as the men higher up who have the final say in buying policies.

THE FINANCIAL POST reaches
—Every Canadian investment house.
—Head office officials in every Canadian bank.
—2,200 bank managers.
—Insurance, trust and loan company officials, etc. and
—over 4,000 executives of leading industrial and commercial institutions.

Ask us to tell you how to reach the buyers of good printing.

THE FINANCIAL POST
143 University Ave., Toronto

Rate for Classified Advertising

Rates (payable in advance.): Two cents per word. Count five words when box number is required. Each figure counts as one word. Minimum order $1.00. Display rates on application.

PAPER MANUFACTURERS AND DEALERS
Beveridge Supply Co., Ltd., Montreal, Que.
Brown Bros., Limited, The, Toronto.
Buntin, Gillies & Co., Ltd., Hamilton, Ont.
Butler & Jones, Toronto, Ont.
Canada Paper Co., Toronto.
Dawson Ltd., W. V., Montreal.
Don Valley Paper Co., Toronto, Ont.
Esleeck Mfg. Co, Turner's Falls, Mass
Halls Paper Co, Ltd, Fred W., Toonto, Ont.
McFarlane, Son & Hodgson, Montreal, Que.
Niagara Paper Mills, Lockport, N.Y.
Ritchie & Ramsay, Ltd., Toronto, Ont.
Rolland Paper Co., Ltd., Montreal, Que.
Scott Ltd., J. & J., New York City.
Ticonderoga Pulp & Paper Co., New York.
United Paper Mills, Litd., Toronto.
Whyte Paper Co., Ltd., Toronto.
Wilson Munroe Co., Toronto.

PAPER, TYMPAN
Cromwell Paper Co, The Chicago, U.S.A.
Smith, Davidson & Wright, Limited, Vancouver, B. C.

PAPER RULING EQUIPMENT
Hickok Mfg. Co., Harrisburg, Pa.
Stephenson, Blake & Co., Toronto, Ont.
Toronto Type Foundry Co., Ltd., Toronto.

PENMANSHIP
J. A. Baker, Toronto.

PRESSES, ROTARY
Duplex Printing Press Co., The, Battle Cree Michigan.
Goss Printing Press Co., Chicago, Ill.
Hoe & Co., 504-520 Grand St., New York.

PRINTING PRICE LISTS
Porte Publishing Co., Toronto.
Wilson-Munroe Co., Ltd., Toronto.
The Federal Paper Co., Montreal, Que.

PRESSES AND OTHER EQUIPMENT
(Includes Cylinder and Job Presses, Gauges, etc. See Embossing, Etc.)
Babcock Printing Press Co., New London, Conn.
Golding Mfg. C., Franklin, Mass.
Goss Printing Press Co., Chicago.
Hoe & Co., R., New York.
Intertype Corporation, Toronto.
Linotype & Machinery, Ltd., London, Eng., and 68 Temperance St., Toronto.
Stephenson, Blake & Co., Toronto.
Manton Bros., Toronto, Ont.
Megill, Ed., 60 Duane St., New York City.
Miehle Printing Press & Mfg. Co., Chicago.
Morrison Co., J. L., Toronto, One.
Premier & Potter Ptg. Press Co., Inc., New York
Printer's Machinery Co., Ltd., Toronto.
The Challenge Machinery Co., Grand Haven, Michigan.
United Printing Machinery Co., Boston.
Westman & Baker Limited, Toronto.
Machine Builders Ltd., Montreal.
Manton Brothers, Toronto.
New Era Mfg. Co., Patterson, N. J.
Toronto Type Foundry Co., Ltd., Toronto.

REPAIR WORK
The Midwest Matrix Co., Goodland, Kansas.

RUBBER STAMP OUTFITS
Barton Mfg. Co., The, New York, N. Y.

"REDUCOL"
Manton Bros. Toronto.

ROLLERS
Caada Printing Ink Co., Ltd., Toronto.
Columbia Ptg. Ink & Roller Co., Vancouver, B.C.
Manton Bros., Toronto, Ont.
Sinclair, Valentine & Hoops, Toronto.

SIGNS
National Sign Co., Toronto.

TINNING, ETC.
Cooper Calendar Metal Co., Toronto.

TYPE-HIGH MACHINES
The Challenge Machinery Co., Grand Haven, Michigan.
Toronto Type Foundry Co., Ltd., Toronto.

TYPE, LEADS AND SLUGS
(Includes Type of all kinds—Wood, Brass or Lead.)
DeCarle-Wareham Co., Toronto.
Toronto Type Foundry Co., Ltd., Toronto.
Stephenson, Blake & Co., Toronto.
Westman & Baker, Ltd., Toronto.

TYPSETTING
Mono-Lino Typsetting Co., Toronto.
Typesetting Machines, Canadian Linotype, Toronto.
Intertype Corporation, Toronto.
Lanston Corporation, Toronto.
Toronto Type Foundry Co., Ltd.

The Ad-Viservice

THE greatest advance ever made in constructive newspaper and other publication advertising—it is part of the Franklin Printers Service

¶ A sample copy of The Ad-Viservice sent to any established printer or publisher—also to advertising agency or publicity man—if the request comes on the stationery of the inquirer

The subscription price is small
The returns exceedingly great

Write for special 60-day guarantee offer

The Porte Publishing Co.
32 Temperance St.
Toronto.

ELECTROTYPING and Stereotyping at any one of our three plants. All orders filled promptly. Service and quality on every order.

RAPID ELECTROTYPE CO., LIMITED

Montreal Toronto London Windsor

Send your Die-Cutting to

Levy & Company

122 Richmond St. W., Toronto

Telephone Adelaide 2439

Printed jobs and labels of every conceivable shape carefully died out

Our Specialty: Printing Gummed Labels in one or more colors, any shape or style, for the printing trade

MAIL ORDERS PROMPTLY ATTENDED TO

Padding Composition *Flexible Glues*

The
Columbia Printing Ink & Roller Co.
Manufacturing
Fine Printing Inks
and
"Hercules" Printers' Rollers
ALL SIZES FOR ALL CLIMATES

Show Card Inks—Artists' Drawing Inks—Marking and Stencil Inks (soluble in oil or water)—Rubber Stamp Inks—Laundry Inks—Steel Die Inks—Artists' Oil Colors —Label Paste for Tin or Glass.

1063 Hamilton St., Vancouver, B.C.

METAL EDGING
(TINNING)
FOR YOUR CALENDARS, ADVERTISING HANGERS, DISPLAY CARDS, ETC., ARE PROMPTLY AND CAREFULLY HANDLED BY
THE COOPER CALENDAR METAL COMPANY
12-16 PEARL STREET - TORONTO, ONTARIO
PHONE ADELAIDE 5547
THE ONLY SPECIALTY OF ITS KIND IN CANADA
WE ARE COMPLETELY EQUIPPED FOR, AND SPECIALIZE IN METAL EDGING AND METAL SLIDES, AND SOLICIT YOUR PATRONAGE. . . TRY US ONCE—YOU'LL CONTINUE TO.

THE MIDWEST MATRIX CO.
GOODLAND, KANSAS, U.S.A.
Expert Repairing of Spacebands, Keyboards and Virges
Linotype, Intertype and Linograph Mats
New and Improved Process of Mat Repairing
If troubled with "Squirts" write us for a new formula. Save your old mouthpieces. Sent FREE upon request. All work guaranteed. Trial orders solicited.
THE MIDWEST MATRIX CO.
GOODLAND, KANSAS, U.S.A.

Beveridge Supply Co., Limited
628-630 St. Paul St. West
MONTREAL
Papers of all kinds for all purposes.
MATRIX PAPERS & STEREO SUPPLIES.
PASTES, GLUES, PADDING GUMS.

McFarlane, Son & Hodgson, Limited
Wholesale Paper Dealers and Stationers
14 ST. ALEXANDER STREET : MONTREAL

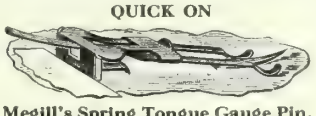
Strait's PERFECTION Gauge Pin

Patent Applied For
Quite similar to the ordinary gauge pin, but is held by an excellent gripping arrangement, with nothing about it to injure packing or to interfere with making fine moves.
Sold by dealers everywhere, or the manufacturer.
H. H. STRAIT, Overland, Mo., U.S.A.

B in Boston

The **Speedaumatic** *Company*
MANUFACTURING
THE MULTI-MAILER SYSTEM
817-825 WASHINGTON BLVD
PHONE HAYMARKET 7886
CHICAGO
EVERY Circulation Manager with a daily mail list of over 1,500 should send for our new booklet, "SUGGESTIONS FOR HANDLING THE SMALL MAIL LIST." Crammed with ideas, suggestions, methods that all can use. Shows how 90 per cent of subscriber complaints can be prevented. Send for YOUR copy.

JOB PRESSES RUN PROFITABLY WITH MEGILL'S GAUGES
VISE GRIP

Megill's Double Grip Gauge
By the set of 3 with key and extra tongues.
QUICK ON

Megill's Spring Tongue Gauge Pin.
By the dozen or set of 3.
Accurate automatic register is obtained with Megill's Automatic Register Gauge. Saves its costs quickly in doing color or other fine register work on the job press. Free booklet.
Get them from your Type Founder or E. L. Megill, Pat. and Mfr., 763 Atlantic Ave., Brooklyn, New York

IDEAL
VULCANIZED OIL ROLLERS

For Hot, Sultry Weather or any kind of Weather

Do Not Melt
Do Not Shrink
Do Not Swell

Can be used on all kinds of presses except as form rollers.

Do not require resetting—Once set they are set to stay.

Why not be protected by the fairest, squarest GUARANTEE you ever had on rollers?

THE AULT & WIBORG COMPANY OF CANADA LIMITED

TORONTO MONTREAL WINNIPEG VANCOUVER

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"for better printing"

An Ink of Recognized Merit

Dixie Black

Here is a book ink that can be depended upon. It works clean and dries well. Made either slow or quick drying. Sold in 1 lb. tins at 45c or in 5 or 10 lb. tins at

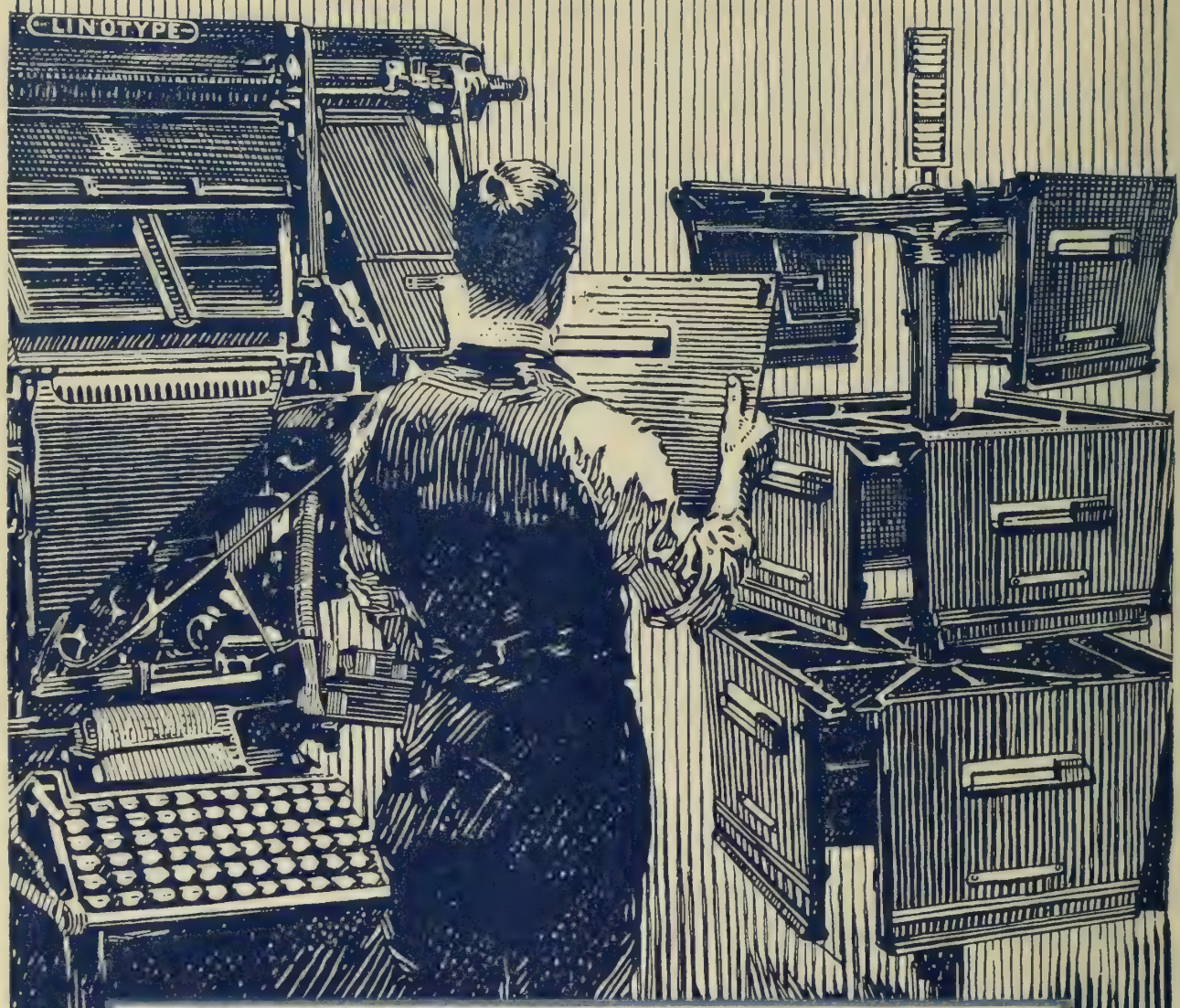
Forty Cents

MADE IN CANADA

MAIL YOUR ORDERS

CANADA PRINTING INK CO.
LIMITED
15 DUNCAN ST. - - TORONTO

© TRADE **LINOTYPE** MARK ©



The Linotype is built to give many years of satisfying service for the small user as well as the large—next door to the factory or ten thousand miles from it.

There can be no compromise in its construction. Every part of the Linotype is there because the machine is better for it and every part fits into the big scheme of simple operation.

The illustration shows the operator changing a Linotype split magazine. He can make a change of face in less time than it would take a hand compositor to get out a case of type.

CANADIAN LINOTYPE LIMITED, 119 ADELAIDE STREET WEST, TORONTO

August ISSUE

Volume 31, Number 8 Toronto, Canada, 1922

THE CANADIAN PRINTER & PUBLISHER

INFORMATION regarding the Second Educational Graphic Arts Exposition, and Convention of the International Association of Printing House Craftsmen at Boston, 28th August to 2nd September, in this issue.

THE MACLEAN PUBLISHING CO. LIMITED
TORONTO - MONTREAL - WINNIPEG

FIBRESTOC COVERS Registered

We have read with great interest and profit the article appearing in the May issue of "The Canadian Printer & Publisher" under the title "Value of Attractive Covers," and more particularly the following excerpt:—

"It has often been said that business houses are judged in no small degree by their commercial stationery, in the same manner that a man is judged by his general appearance and neatness of dress. If this is true in regard to commercial stationery, is it not good logic to assume that the same can be applied to all classes of printed matter used for advertising purposes. It is no effort for the eye to register instant approval or disapproval and it is therefore very important that the first glance at a piece of printed matter creates a favorable impression. As an illustration we will assume that a business house is preparing a catalogue or booklet to send to prospective customers and that considerable time and thought have been given to the preparation of the contents, and the copy sent to the printer. It is right here that Mr. Printer is indispensable to the success of this particular piece of printing as a business getter. If the job is turned out poorly printed it will have a tendency to cheapen the goods it describes. On the other hand, if it is well printed with a striking cover it will command attention wherever it is received and prove an effective silent salesman.

"It can therefore be readily understood that a cover plays an important part in the production of a catalogue, booklet or other like printing, and should be given serious consideration. It is the cover that first meets the eye and will either attract or repel.

"When the printer receives enquiries for an estimate or an order for this kind of work, he is usually asked to make suggestions regarding the selection of a suitable cover stock, and if he is a 'live wire' he will be in a position to give helpful and practical information. There are many finishes and weights of cover papers manufactured by the different mills in a great number of tints and strong colors, and wholesale paper houses supply the printer with sample books showing different lines.

"Among the numerous things which must be considered and should determine the selecting of a cover stock are the following, the articles advertised; the thickness of the book; will it receive much handling.

"To illustrate the point more clearly we will suppose the catalogue is advertising a line of machinery. In this case it would probably be handled daily in a factory or machine shop and would require a strong cover stock to protect the inner pages and should be of medium or dark shade. On the other hand if it is advertising jewelry, art work or ladies' wear, a delicate tinted stock would be more appropriate. The weight of stock used in either case should be governed by the thickness of the book—the thicker the book the heavier the cover stock required."

The application of the foregoing principles finds true expression in **Fibrestoc.** Its range of ten colors permits harmony between the folder and the commodity advertised in either delicate or strong designs. Its many individual characteristics make **Fibrestoc** an ideal paper for the direct sales message.

DISTRIBUTED BY

Barber-Ellis, Ltd., Calgary.
Barkwell Paper Co., Winnipeg.
Brown Bros., Ltd., Toronto.
Buntin, Gillies & Co., Ltd., Hamilton.
Buntin, Gillies & Co., Ltd., Ottawa.
Canada Paper Co., Ltd., Montreal.
Canada Paper Co., Ltd., Toronto.
Clark Bros. & Co., Ltd., Edmonton.
McFarlane, Son & Hodgson, Ltd., Ottawa.
McFarlane, Son & Hodgson, Ltd., Montreal.
Schofield Paper Co., Ltd., St. John.
Smith, Davidson & Wright, Ltd., Vancouver.
Smith, Davidson & Wright, Ltd., Victoria.
L. P. Turgeon, Quebec.

MADE IN TRADE MARK CANADA

CANADA PAPER CO. LIMITED

TORONTO MONTREAL WINDSOR MILLS, P. Q.

DOMINION
NONE BETTER
INKS

BEHIND THE CRAFTSMEN

Every printer knows that goodCraftsmanship must be supported by high-grade materials. Good Inks are among the most important elements necessary to good craftsmanship. Make a careful choice therefore of your printing inks! There are none better than DOMINION INKS.

Best Black Inks

No matter what kind of printing you use we can fill your requirements; for general all round printing use **"Dominion Black"** for fine work on coated stock **"Dominion Superior Halftone Black"** is unbeatable.

Samples of Inks Gladly Submitted

THE DOMINION PRINTING INK AND COLOR COMPANY, LIMITED

128-130 Pears Avenue, Toronto, Canada

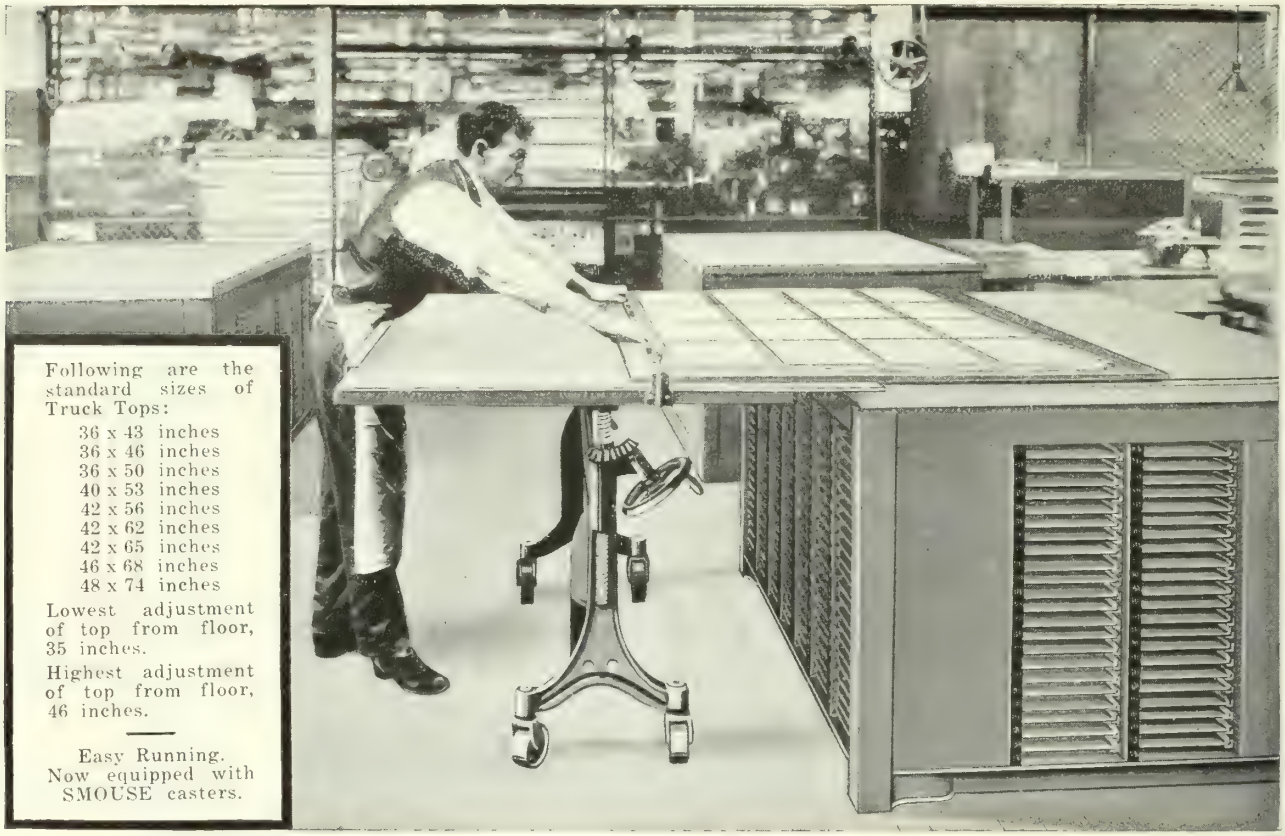
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JOHN MARTIN PAPER CO., LTD.
WINNIPEG CALGARY EDMONTON

CHAS. H. TICE, MANAGER FOR EASTERN CANADA
128 BLEURY ST., MONTREAL
PHONE PLATEAU 2641

Hamilton (Mashek) Form Truck No. 809

(Patented February 16, 1909; other patents pending.)



Following are the standard sizes of Truck Tops:

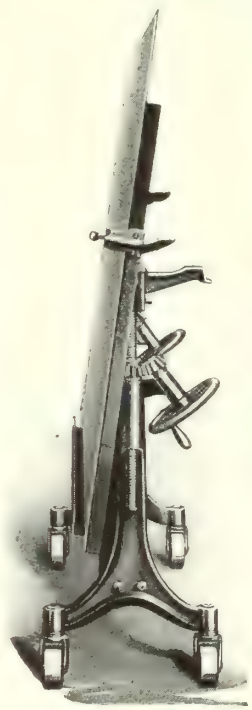
36 x 43 inches
36 x 46 inches
36 x 50 inches
40 x 53 inches
42 x 56 inches
42 x 62 inches
42 x 65 inches
46 x 68 inches
48 x 74 inches

Lowest adjustment of top from floor, 35 inches.

Highest adjustment of top from floor, 46 inches.

Easy Running. Now equipped with SMOUSE casters.

In actual use at Manz Engraving Company, Chicago.



AN ELEVATING form truck with easy adjustment from 35 to 46 inches; accurately made of best grade material; positive in action and so easy to operate that it is almost automatic. All gears operate smoothly. Table top is made of 11-gauge steel, heavily reinforced and swivels on a central axle, making it easy to tilt. The axle bearings fit in sockets attached to fast ball-bearing adjusting screws at each end of the truck.

The above illustration shows the truck in use with workman transferring form from imposing frame to table top. Lower view shows the top swung back in position for transferring between lock-up section and press or *vice versa*. Chase slides into channel (A) at back of table top and is further secured by clamp at (B).

The safest and best method for easy, rapid and safe handling of large forms in chase, either with or without cross-bars. Gears (C) on each end of the frame, operating independently, permit easy adjustment of table top to meet any condition of unevenness of floor.

When the form is placed on this truck, the table top holding the form can be folded as shown in lower illustration and wheeled through a two-foot space.

Manufactured by

The Hamilton Manufacturing Company

TWO RIVERS, WIS.

Eastern House, RAHWAY, N.J.

FOR SALE BY ALL PROMINENT TYPEFOUNDERS AND DEALERS

BENNETT

TRADE MARK

BINDERSBOARD

Made in Canada

Stocked by:

Beveridge Supply Co., Ltd., - Montreal
The Brown Brothers, Ltd., - Toronto
Canada Paper Co., Ltd. - - Toronto
Clarke & Clarke, Ltd. - - - Montreal
W. V. Dawson, Ltd., - - - Montreal
John Martin Paper Co., Ltd. - Winnipeg
The Wilson-Munroe Co., Ltd., Toronto

Made in Canada by the largest fibre manufacturers in the British Empire



Save Time on Make-Ready

CROMWELL

Special Prepared

TYMPAN PAPER

Gives Clear, Sharp Impressions

With ordinary so-called tympan paper your presses have to be repeatedly stopped to "rub-off" and remedy packing faults, all this adding to production costs.

DON'T OIL IT--IT'S MOISTURE PROOF

IT WON'T OFF-SET--IT WON'T SWELL

It's a True Caliper Sheet
It's Excellent for Long Runs, and
Still Better for Shorter Runs

CANADIAN REPRESENTATIVES

Wilson-Munroe Co., Limited
Toronto, Ontario
The John Martin Paper Co.
Head Office, Winnipeg
also Calgary and Edmonton

Smith, Davidson & Wright, Limited
Vancouver, B.C.
The Federal Paper Company
Montreal, Que.



Be one of the quarter of a million that will visit the Graphic Arts Exposition in Boston August 28 to September 2, inclusive.

Twenty-five nationally-known printers will exhibit specimens of their own Monotype printing. It will benefit the buyer of printing as well as the producer to study the methods by which these Monotype printers satisfy the most exacting demands of their customers.



LANSTON MONOTYPE
MACHINE COMPANY

The Monotype PHILADELPHIA The Barrett

NEW YORK CHICAGO BOSTON TORONTO BIRMINGHAM

MONOTYPE COMPANY OF CALIFORNIA: SAN FRANCISCO

The Barrett Adding, Listing and Calculating Machines are Merit-Proved and Monotype-Made. Proves the work—PRINTS the proof. See them in operation in the Monotype Booth at the Boston Exposition

362

Superfine LINEN RECORD

An All Rag Sheet of Supreme Quality

It possesses great durability, unusual strength, crackle, and excellent writing surface.

Time and test have placed SUPERFINE LINEN RECORD in the forefront among paper users everywhere.

This all-rag, tub-sized, loft-dried, aristocrat of Canadian-made papers is particularly suitable for all important records that require to be handled, folded and refolded from time to time, such as Insurance Policies, Stocks, Bonds, Mortgages and the numerous other documents intended for preservation.

When used for letterheads, it imparts that atmosphere of refinement and good taste so desirable, and creates a favorable impression on the recipient.

We carry full stocks in our Toronto warehouse with envelopes to match.

White, Azure, Buff—All standard sizes and weights, also double and oblong sizes

Let us send you sample sheets

The WILSON-

DUNCAN STREET :

Book Papers

We are well equipped to handle your Book Paper quirements, carrying as we do, large stocks of the following:—

NATIONAL BOOK—Machine Finish
ONTARIO BOOK—Super Calendered
IVORY BOOK—Imitation Art
IMPERIAL COATED BOOK—White and Tints
"DE LUXE" BOOK—Egg Shell
OFFSET BOOK
BYRONIC BOOK—White and India
RADIUM ENAMEL BOOK

We are always pleased to quote for supplying any special size and weight desired.

Did You receive our Printed Sample Set?

Buckeye Cover Papers

are the best you can buy regardless of the price, for the great majority of cover jobs

We are exclusive Selling Agents for Ontario and carry large stocks in a pleasing assortment of colors in the different sizes, weights and finishes

When figuring on any job requiring cover stock let us submit samples or make up dummies.

MUNROE CO. LIMITED

: TORONTO, ONTARIO

TO CRAFTSMEN:

See Me In Operation At The Boston Graphic Arts Exposition

I AM a boon to civilization and one of the greatest blessings of mankind. My good impressions and other virtues not only please the eye, carry information to the mind, but lessen the printers' difficulties and increase business.

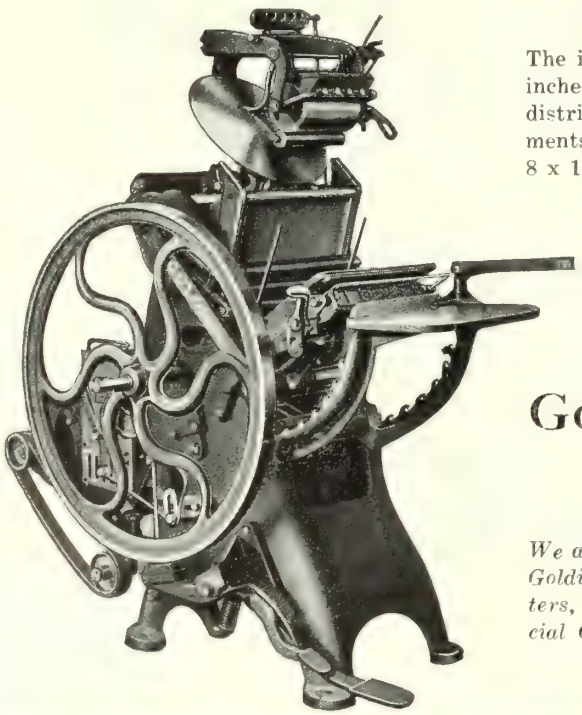
I AM the main cog in the wheel of education. All tongues are alike to me, without me knowledge would be for the few, but with me it is universal.

I AM first aid to bigger and better business. The good that men do lives after them and so 'twill be with me. The most versatile, the best ink distribution, the greatest impressional strength, the easiest to operate, the labor saver, the money maker will be remembered of me long after I have gone to the scrap heap and been replaced by a younger generation.

I AM efficiency plus. For fifty-three years have I been serving printerdom and many there be that have profited largely through my existence.

I AM the most highly developed job printing press.

I AM the Golding Jobber. To-day I stand at the top; stronger, better, and more fit than ever before and ready to carry on.



The illustration shows the Golding Jobber of size 10 x 15 inches, complete with automatic brayer fountain, duplex distributor, safety feed guard, counter, motor attachments, and individual electric motor. Also made in sizes 8 x 12, 12 x 18 and 15 x 21 inches.

See the Golding Jobber in operation at spaces 20 & 21 (Main Floor—Next to Stage)

Golding Manufacturing Co.

FRANKLIN, MASS.

We also manufacture the Golding Art Jobber, Pearl Press. Golding Auto Clamp and Hand Clamp Power Paper Cutters, Golding Hand Lever Paper Cutter, Boston and Official Card Cutter, Pearl Paper Cutter, Little Giant Lead and Rule Cutter, Golding Tablet Press.

Colonial Bond

Selecting Paper with an eye to its fitness

Commercial Stationery—like clothing or furniture—should be chosen with equal consideration as to style, coloring and value.

The appearance of your business letter is just as important as your own personal appearance.

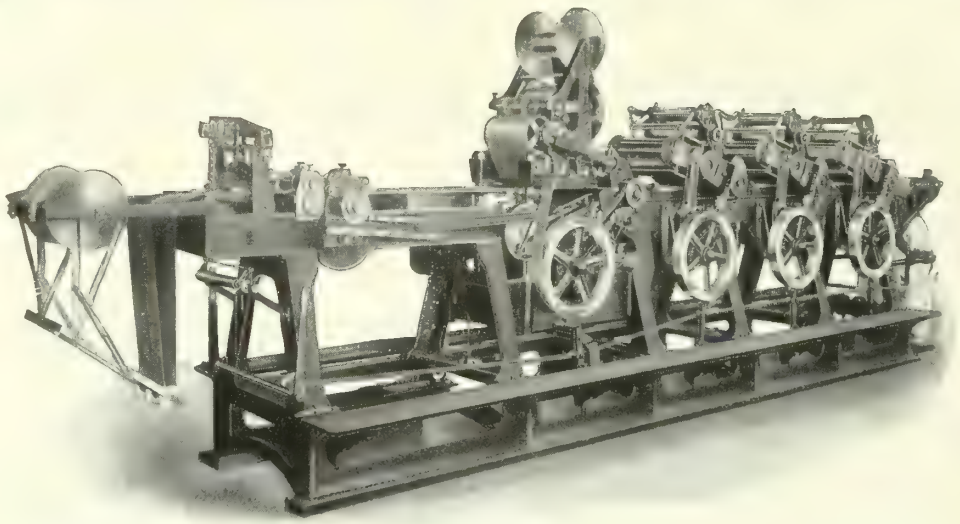
"COLONIAL BOND" is a superior, tub-sized, rag content stock with that finish—that appearance of quality which proclaims its fitness for many commercial purposes. It is made in white and colors by The Rolland Paper Company, Limited, Montreal, makers also of "Superfine Linen Record," "Earnscliffe Linen Bond," "Empire Linen Bond" and "Mount Royal Bond."

Your enquiry brings a sample by return mail.

The "R Shield" Watermark

MULTI-
NEW ERA PRESS
PROCESS

Speed Counts in Multi-Color



The stock is fed in a horizontal straight line from a tension bracket through the various printing heads, etc.

THE NEW ERA

is Speedy!

With this press you can make bigger profits for yourself—especially on those odd, short run color jobs which are so hard to figure.

The New Era Multi-Color Printing and Perfecting Press is the only press on the market which prints in as many colors as desired on both sides of the paper and at the same time; numbers, perforates, scores, die-cuts, punches, cuts both ways, or rewinds, and piles *at one operation with only one operator*—and maintains a speed of 4,000 to 7,500 impressions per hour, depending upon the character of the work.

This press is constructed on the bed and platen principle and requires no curved plates. It will take any roll stock strong enough to be pulled through the press. Saves Operators—saves floor space. Write for particulars to-day.

New Era Manufacturing Company, Inc.

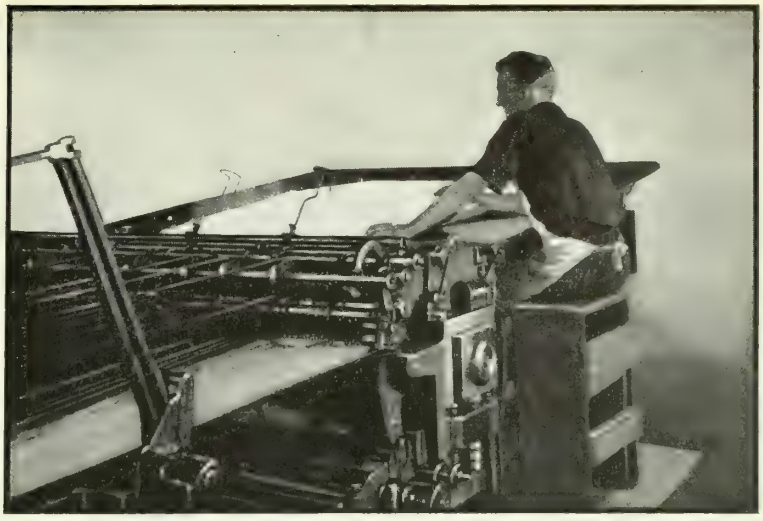
Office and Plant:

394 Straight Street, Paterson, New Jersey

Almost Doubled Production

THIS Dexter Feeder is in every sense a highly satisfactory and profitable device. As an example of what has been accomplished by its use, production records on one class of work show that, 20,000 impressions are now an average day's product against 11,000 impressions when the press was fed by hand.

THE J. C. ELY PRINTING CO.
DAYTON, OHIO



Out of the Range of Hand Feeding

IN figures, we would say that operating 52" Miehle presses at a running speed of between 2100 and 2200 per hour, we produce an average of at least 1750 impressions per running hour with Cross Feeders.

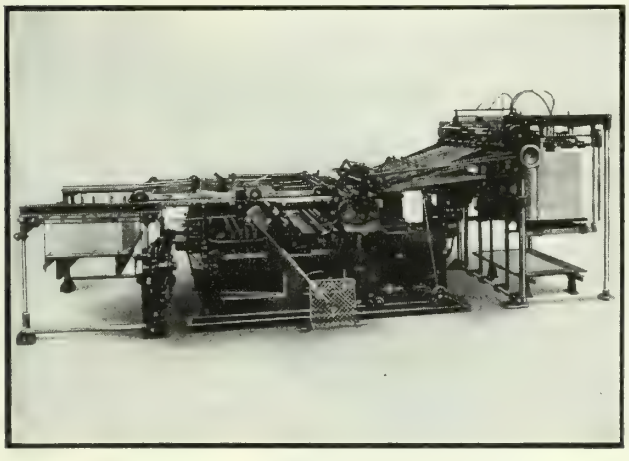
Such a result is of course entirely out of the range of hand feeding.

COLUMBIAN ART WORKS
MILWAUKEE, WIS.

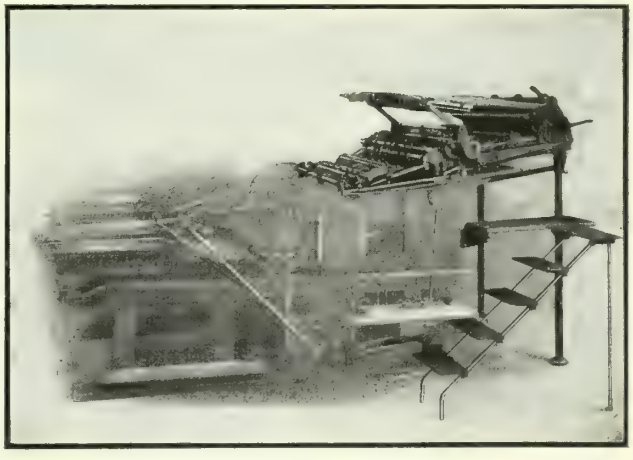
An Iron Man Should Feed the Sheets

IT'S a long tiresome grind feeding sheets to a set of guides day in and day out. Your hand feeders will prove more profitable to you and be better satisfied if they are placed in charge of Automatic Feeders.

Comparative records from 38 plants show an average increase of 433 sheets per hour of Automatically fed presses over hand fed presses of the same size. Such specific proof of increased earning power is a factor that the printer who is still hand feeding his presses cannot afford to overlook.



Dexter Truck Loading Suction Pile Feeder



Cross Continuous Feeder

Two Standard Types of Automatic Feeders

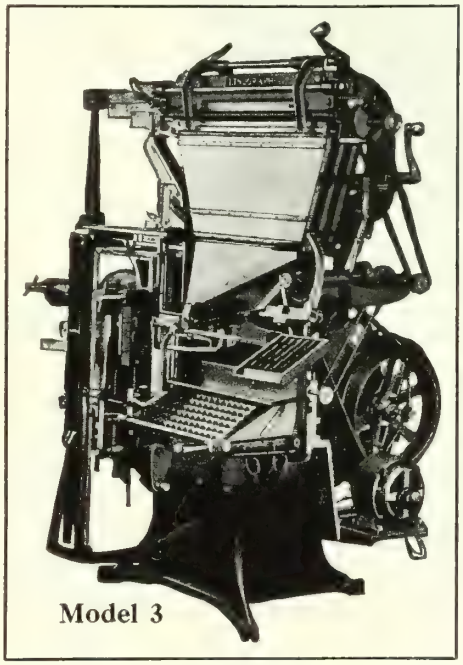
Each has its distinct Advantage. Every printer should know the specific merits of each type.

DEXTER FOLDER COMPANY, 28 West 23rd Street, New York

Folders, Cross Continuous, Dexter Suction and Dexter Combing Pile Feeders

CHICAGO PHILADELPHIA BOSTON CLEVELAND DALLAS ATLANTA SAN FRANCISCO

YOUR OPPORTUNITY



Model 3

The Boston Graphic Arts Exposition

Monday, August 28th to Saturday, September 2nd

This Exposition offers an opportunity for every printing craftsman to study the new methods, processes and improvements in his particular line. It will be your opportunity to study the LINOGRAPH.

INVESTIGATE All the claims we have made for it. See and understand just why it is the simplest, fastest, most efficient and economical slug-casting machine.

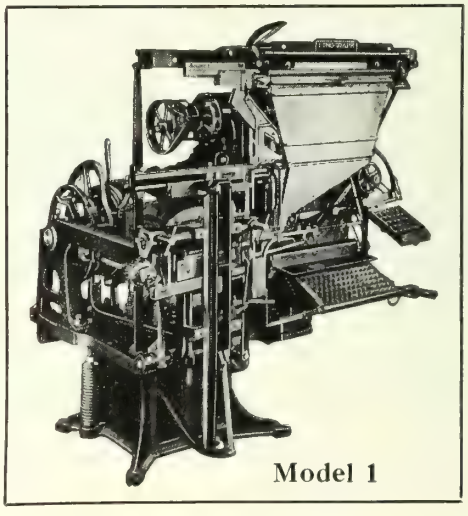
COMPARE It—part for part—action for action—feature for feature—with other machines.

CONSULT The many enthusiastic LINOGRAPH owners and operators at the show.

Operate it Yourself

Both Model 1 and Model 3 LINOGRAPH will be on display at Booth 66. There you will be welcome to sit down at a LINOGRAPH—operate it; study it; give it any test you desire; and discover for yourself just why the LINOGRAPH is such a successful and profitable line-casting machine.

Should you not be fortunate enough to be able to go to Boston, we will furnish you with names of nearest users. Write for them.



Model 1

THE LINOGRAPH COMPANY

Davenport, Iowa, U. S. A.

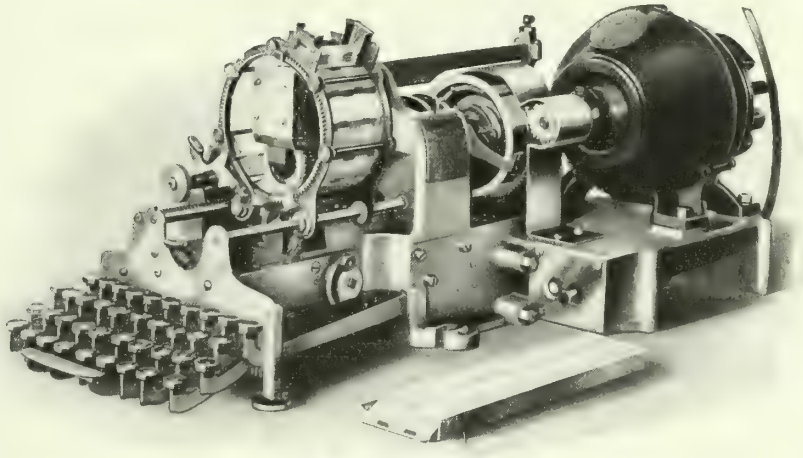
EUROPEAN REPRESENTATIVE
ETABLISSEMENTS PIERRE VERBEKE
BRUSSELS, BELGIUM

AUSTRALASIA, SOUTH AMERICA
PARSONS & WHITTEMORE
299 BROADWAY, NEW YORK CITY

ECONOMY in the MAILING ROOM is as ESSENTIAL today as in any other department of a Newspaper or Magazine and that means

POLLARD-ALLING

equipment for your mailing list



RELIEFOGRAPH

THE Pollard-Alling Reliefograph puts science in the embossing of name plates. The light aluminum plates can be embossed at the rate of 250 plates per hour. Filing of additions and corrections made in the reels rapidly in proper positions; average speed of filing 300 name plates per hour.

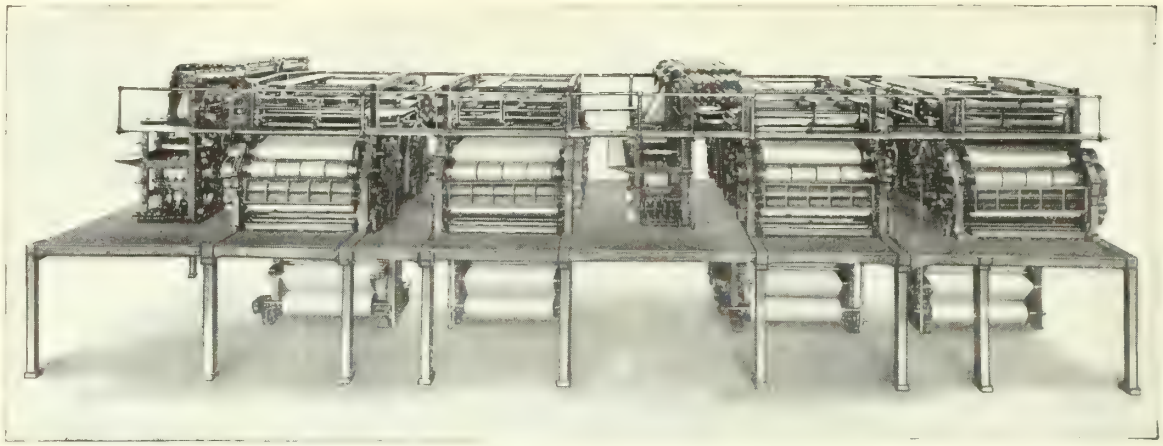
The Pollard-Alling style "H" motor driven Addresser prints addresses on mailer strip on paper in rolls and office proof at speed of 10,000 an hour; prints directly on margin of newspapers or publications, envelopes, cards, etc., at speed of 2,500 an hour.

The Pollard-Alling style "G" Mailer Strip and Proof Printer has capacity of 30,000 addresses an hour on mailer strip or proof.

The Pollard-Alling Automatic Addresser has capacity of 12,000 addressed newspapers or publications an hour.

The POLLARD-ALLING MFG. COMPANY

220-230 West 19th Street
NEW YORK



THIS IS The Scott Double Octuple Multi-Unit Newspaper Press

that has revolutionized the newspaper printing world and now no newspaper will have anything except this Unit Type of Press. It is without doubt the simplest, best press ever built, capable of expansion to any extent.

SEND FOR OUR MULTI-UNIT NEWSPAPER PRESS LITERATURE

WALTER SCOTT & COMPANY

Main Office and Factory: **Plainfield, New Jersey, U. S. A.**

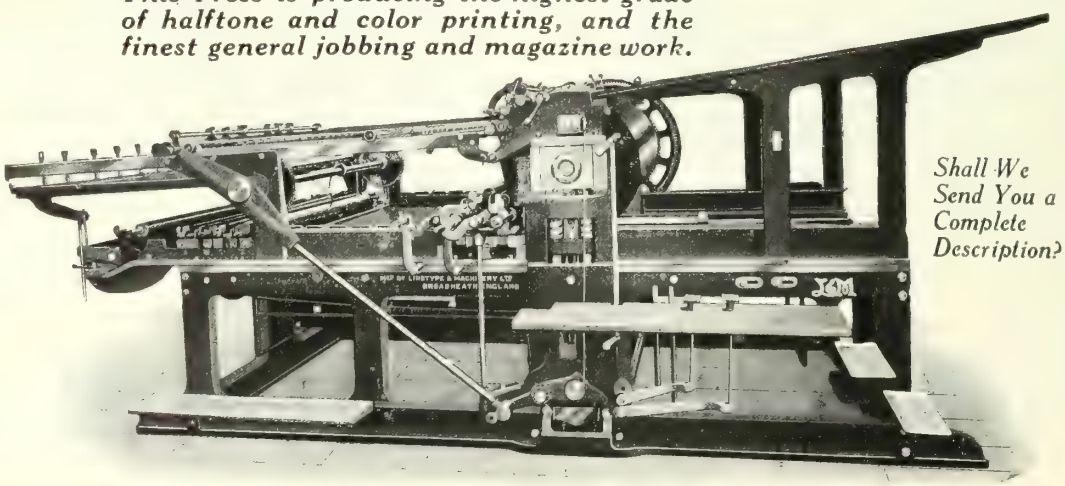
NEW YORK OFFICE: Brokaw Building, 1457 Broadway at 42nd Street
Cable Address: Waltscott, New York

CHICAGO OFFICE: Monadnock Block
Codes Used: A. B. C (5th Edition) and Our Own

L&M Two-Revolution Press

THE IDEAL GENERAL PURPOSE MACHINE

This Press is producing the highest grade of halftone and color printing, and the finest general jobbing and magazine work.



Shall We Send You a Complete Description?

LINOTYPE & MACHINERY LIMITED

c\o Canadian Linotype Limited

119 ADELAIDE STREET WEST, W., TORONTO

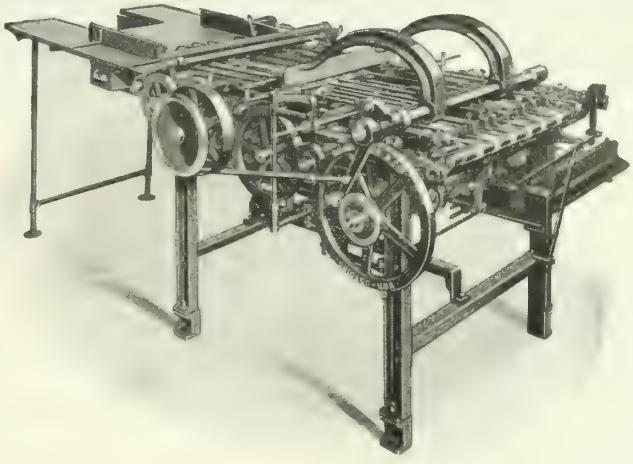
3

Canadians Specially Invited To See

The Anderson High Speed Job Folder

AT THE

BOSTON GRAPHIC ARTS EXHIBITION



Automatic side register at all right angle folds. Head perforator to prevent buckling.

Accurate folding at 4,000 to 5,000 sheets per hour. Range — sheet sizes, 6 x 6 up to 25 x 38 inches. Automatic counter.

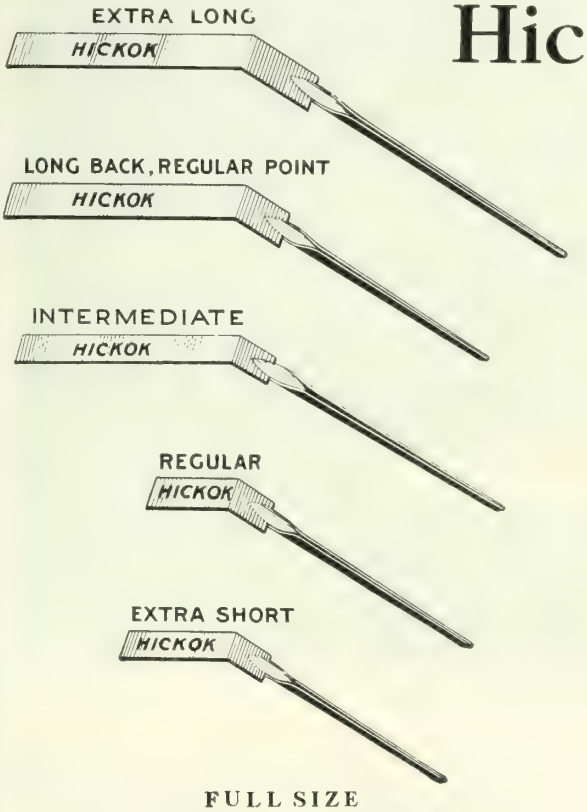
An inspection will prove a revelation, for the Anderson High-Speed Job Folder is designed to meet the most exacting requirements of those who have quantities of sheets to fold necessitating accurate folding at a high speed and low cost of production.

C. F. ANDERSON & COMPANY

Builders of High Grade Folding Machines and Bundling Presses

3225 CALUMET AVENUE CHICAGO, ILL.

Hickok Ruling Pens



FULL SIZE
Please Specify Style of Back and Material Required when Ordering

We have manufactured ruling pens for over 75 years, and HICKOK pens are now standard the world over. HICKOK pens are accurately spaced, and can be furnished with any length of points or backs, with wide or narrow bowls, to rule fine lines, or for any special spacing.

Cut shows five of our most popular lengths.

We make our pens of the following materials: Brass, Brass Silver-plated, German Silver, Gold Alloy, and Acid-Proof (made in "intermediate" only) very tough and stiff. A splendid pen for down-line ruling. *Brass pens are sent if material is not specified.*

The W. O. Hickok Mfg. Company

Harrisburg, Pa., U. S. A.

Charles Bush Limited

Supreme Process Inks

For catalogue work, for art work, for all high class process work, our inks are unsurpassed. Made of the best materials under expert supervision.

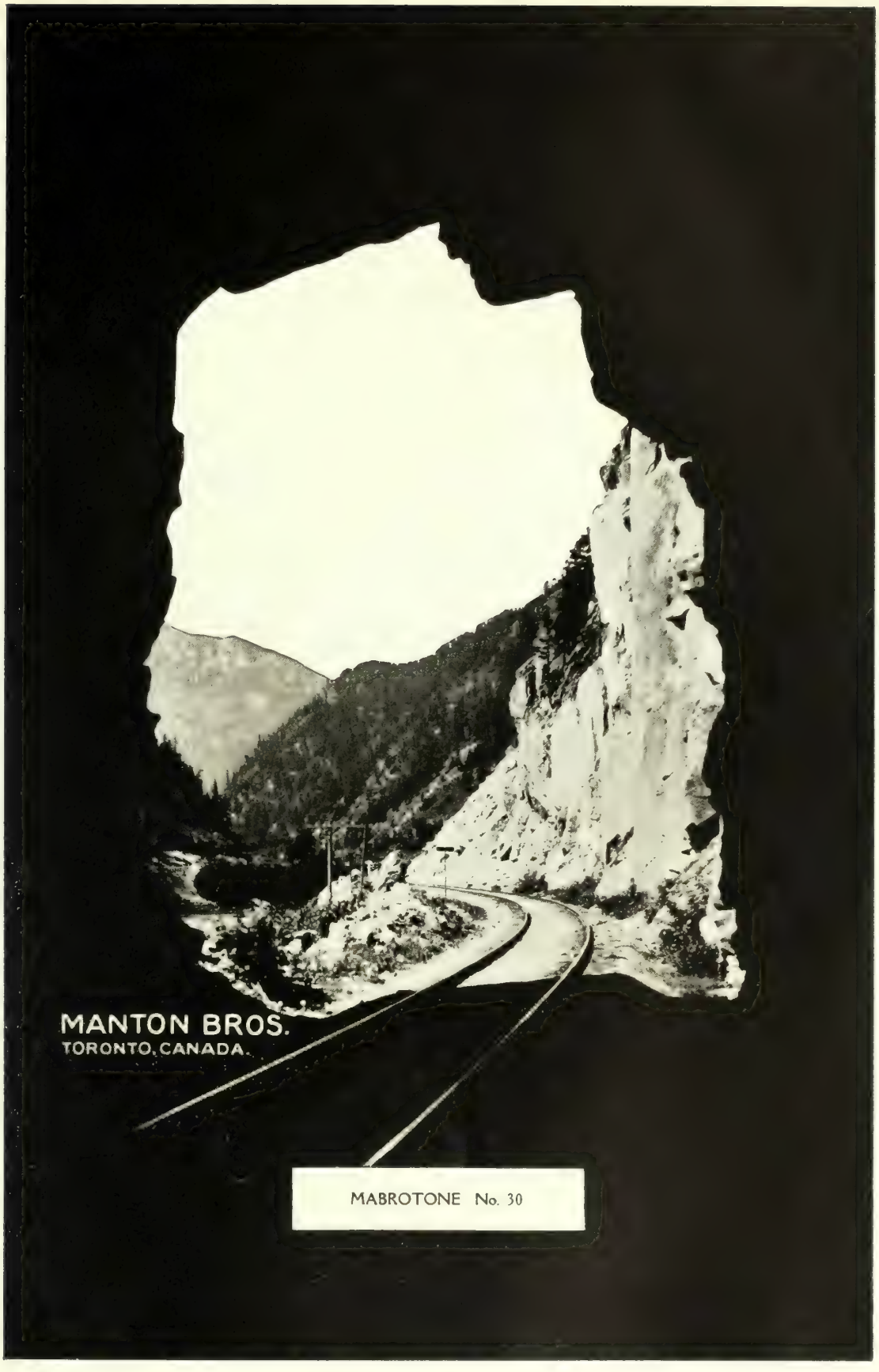
We are daily demonstrating, on the longest runs, the good working qualities and correct color combinations of our inks.

The insert in this issue, taken from a catalogue recently printed for United Paper Mills Limited, is an example of results secured with our

Process Inks

Charles Bush Limited

105-111 Davenport Road, Toronto



The above, printed in one impression, is a reproduction of a page from our New Ink Catalogue about to be published. Upon completion we will be pleased to mail a copy to any Canadian printer having a use for it, and so indicating by a request upon their own stationery. It is not our desire to circulate these indiscriminately.

MANTON BROS.
TORONTO

IDEAL
VULCANIZED OIL ROLLERS

For Hot, Sultry Weather or any kind of Weather

Do Not Melt
Do Not Shrink
Do Not Swell

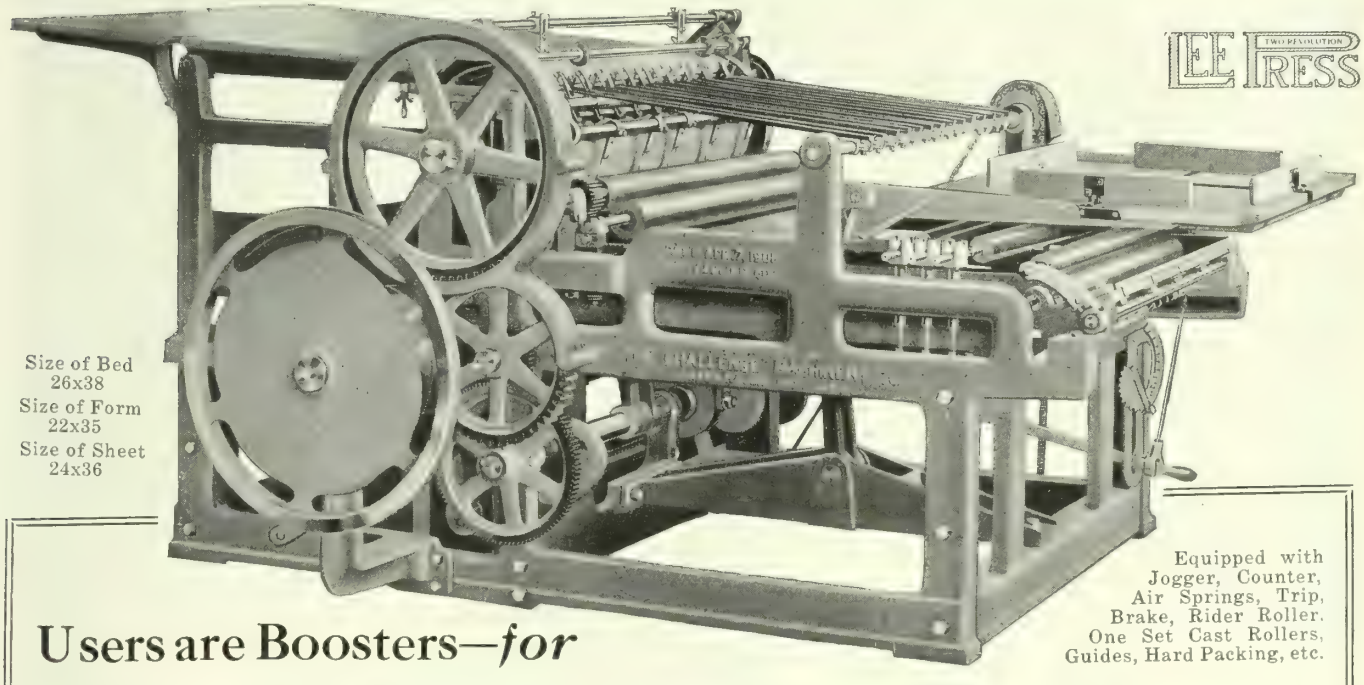
Can be used on all kinds of presses except as form rollers.

Do not require resetting—Once set they are set to stay.

Why not be protected by the fairest, squarest GUARANTEE you ever had on rollers?

THE AULT & WIBORG COMPANY OF CANADA LIMITED

TORONTO MONTREAL WINNIPEG VANCOUVER



Size of Bed 26x38
Size of Form 22x35
Size of Sheet 24x36

Equipped with Jogger, Counter, Air Springs, Trip, Brake, Rider Roller, One Set Cast Rollers, Guides, Hard Packing, etc.

Users are Boosters—*for*

The Lee Press Always Makes Good

Write Today for full particulars and learn more about the Lee Two-Revolution Press as the all-around money-making pony press.

The Challenge Machinery Company, Grand Haven, Mich., U. S. A.

Repeat Orders Are The Best Recommendation

THE PHILADELPHIA BULLETIN, which now has *nine* Hoe Decuple "Superspeed" Presses, equipped with the Hoe Patented Automatic Ink-Pump Distribution, has registered its unqualified endorsement of Hoe Machinery, and particularly of the Hoe Patented Automatic Ink-Pump Distribution, by ordering *four more* "Superspeed" Double Sextuple Presses, all equipped with the *Hoe Patented Automatic Ink-Pump Distribution.*

THE PHILADELPHIA PUBLIC LEDGER, after having had four Hoe "Superspeed" Octuple Presses equipped with the Hoe Patented Automatic Ink-Pump Distribution in use for over four years, has now ordered *thirty-six* new Hoe "Superspeed" 16-page Units, equivalent to *twelve Sextuple Presses,* equipped with this *Improved System of Ink Distribution.*

THE NEW YORK TRIBUNE, after having used the Hoe Patented Automatic Ink-Pump Distribution for three years, has ordered a battery of *four* Hoe Heavy-Design Unit-Type Octuple Machines, all equipped with the *Hoe Patented Automatic Ink-Pump Distribution.*

THE TORONTO TELEGRAM, which has been getting unsurpassed results from its large plant of Hoe "Superspeed" Presses equipped with *Hoe Patented Ink Pumps,* has just ordered an additional three-unit "Superspeed" Machine, similarly equipped.

THE BALTIMORE SUN, after having, for two years, used sixteen Hoe 16-page Heavy-Design Press Units equipped with the Hoe Patented Automatic Ink-Pump Distribution, has ordered another Hoe Heavy-Design Decuple or Five-Unit Machine, also equipped with the *Hoe Patented Automatic Ink-Pump Distribution.*

The Hoe Patented Automatic Ink-Pump Distribution—the Greatest Advance in Newspaper Press Construction since the introduction by R. Hoe & Co. of the Trianglar "Former" Folder—is now applied to all Hoe Superspeed and Unit-Type Presses.

R. HOE & COMPANY

504-520 GRAND STREET, NEW YORK CITY

7 Water Street, Boston, Mass.

109-112 Borough Rd., London, S. E. 1, Eng.

827 Tribune Bldg., Chicago, Ill.

AN INDUSTRIAL ROMANCE

"B" in Boston
Aug.28-Sept.2

The history of printing is the history of modern civilization. There is no more interesting industrial romance than that of printing. At this Exposition will be shown early printing productions, beautiful examples of printing from the leading printers of the world, and historical pieces of machinery that was first in use in this country.

Second Educational

GRAPHIC ARTS EXPOSITION
BOSTON

to be held in Mechanics' Building, Boston, for one week, August 28 to September 2, in connection with the third annual convention of the International Association of Printing House Craftsmen, will show all the latest machinery and equipment of the leading manufacturers of the printing and allied industries in actual operation from the raw material to the finished product.

In addition you will want to see and enjoy Boston's famous surf beaches, parks, and historic places of interest. You should not miss this one opportunity of a lifetime to combine educational and business benefits with a good real vacation treat.

This concern is pleased to contribute the above space to boost the Exposition and will be an exhibitor at the show.

The Babcock Printing Press Mfg. Co.
Main Office and Factory—New London, Connecticut
New York Office—38 Park Row

MILLER & RICHARD
SOLE AGENTS FOR CANADA
TORONTO WINNIPEG

For Your Particular Customers

Suggest

BRITANNIA BOND

Although this is a medium priced paper it is a scientifically developed paper of extraordinary printing quality. It has just the right weight to convey quality, folds well and can profitably be used for the highest class work. Recommend it to customers who are particular.

If you haven't samples, write for them

W. V. Dawson, Limited

MONTREAL TORONTO OTTAWA QUEBEC

Special Notice to Subscribers

We have received some complaints from subscribers to the effect that Canadian Printer and Publisher is not being delivered. In almost every case investigation has shown that our friends have changed their addresses and have NOT notified us.

Let every subscriber look at the address on the label of this issue of Canadian Printer and Publisher, and, if it is not correct, please fill in and mail to us the following—

Name .....

Old Address .....

Change to

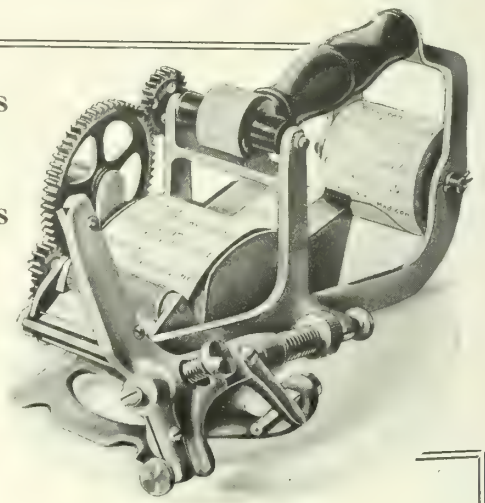
New Address .....

Occupation .....

Address

CANADIAN
PRINTER & PUBLISHER
143 University Ave., Toronto, Ont.

Weighs Only Two Pounds



This *New* Wing Mailer Will Save *You* Money Too

Here's what "Farm Journal," Philadelphia, says: "It has enabled us to change our mailing system by which we have reduced our workers 35% and kept our production up to the same amount."

Its exact "hang" and extreme lightness make it ideal for use with either hand. Boys and girls can operate it for hours without fatigue.

It will pay you to discard your old machine in favor of this label paster—write us.

CHAUNCEY WING'S SONS
GREENFIELD, MASS., U.S.A.

ORGANIZED 1885 REORGANIZED 1922

The DUPLEX PRINTING PRESS CO.

Resources: Four Million Dollars

NEW FOUNDRY AND FACTORY—with unsurpassed facilities for production. Canadian newspaper publishers are offered a most complete line of presses and stereotype equipment. New models for each field.

SEMI-CYLINDRICAL STEREOTYPE PRESSES
Unit Lowdown Type—Patent Protection

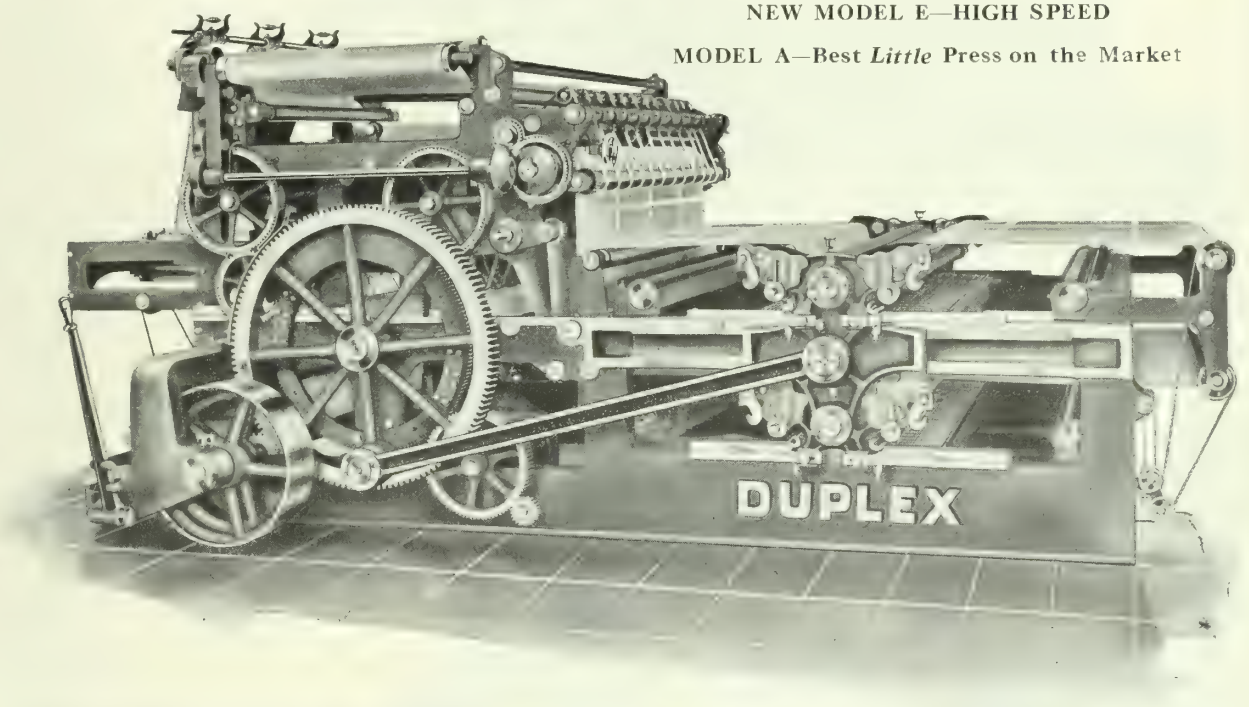
PLATE MAKING MACHINERY
—NOVEL DESIGNS

TUBULAR PLATE PRESSES—ALL SIZES
The Press that doubles the product

FLAT BED WEB PERFECTING PRESS
MANY SIZES

NEW MODEL E—HIGH SPEED

MODEL A—Best *Little* Press on the Market



NEW MODEL E FLAT BED WEB PRESS

Prints 4, 6, 8, pages. Speed 5,000 to 6,000 per hour. Accommodates all popular column widths from 7 col. 13 ems to 8 col. 13 ems. Paper roll hoist and other improvements.

Announcement

Our representative, Mr. B. M. Phelps, will devote his entire time to the Canadian field with a view to giving service to Duplex users, and to fully cooperate with all publishers.

THE DUPLEX PRINTING PRESS COMPANY

BATTLE CREEK, MICHIGAN



1916 - 1922

During this period of our existence we have never sold to nor manufactured for any but the trade.

"SMILING LINE" of ENVELOPES

Have You Received Your Sample Set?

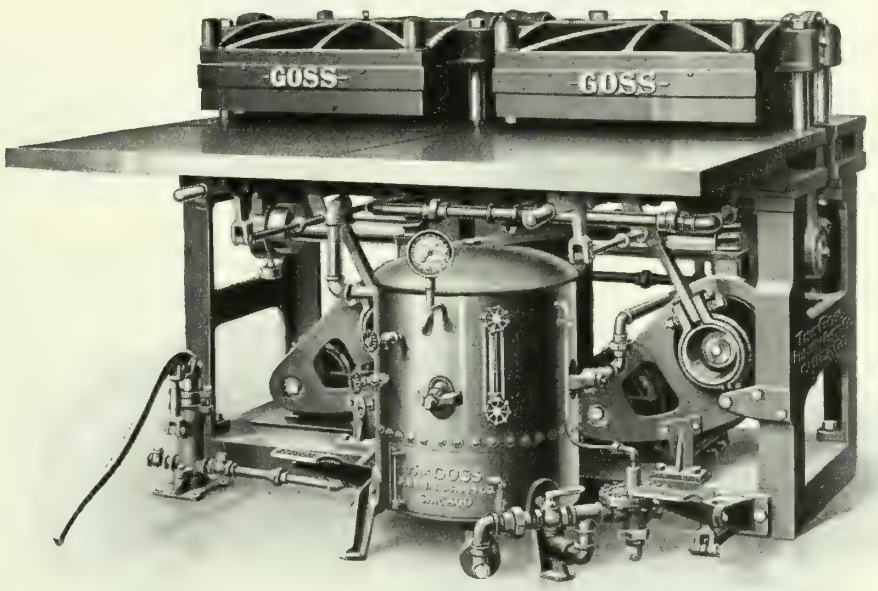
Manufactured and Stocked For You By

Your Envelope Department

Toronto Envelope Co. Ltd., 9-13 Brant Street, Toronto

The Only Envelope Manufacturers to the Trade Only

GOSS MOTOR DRIVEN STEAM TABLE



WITH *GOSS* AUTOMATIC GAS FIRED STEAM GENERATOR

The most ECONOMICAL *and* QUICKEST

DRYING STEAM TABLE ON THE MARKET

IMMEDIATE SHIPMENT FROM STOCK

WRITE FOR LITERATURE AND PRICES

THE GOSS PRINTING PRESS COMPANY

1535 So. PAULINA STREET

CHICAGO, ILL.

Clothe Your Message in

Lodestone Cover Paper

Its Novelty Alone Creates
A Pleasing First Impression

IT HAS been said that your message is known by the cover it keeps. We might go further and say that many printed messages lose all advertising value because their coverings fail to create proper first impressions.

There can be no doubt as to the impression created by **Lodestone Cover Paper**—as a novelty alone its advertising value is immense. Its combination of delicate multi-tone blending of colors and crystaline formation is intriguing in its suggestiveness of nature's own geological creations. The seven colors offered in **Lodestone Cover Paper** are so agreeable to the eye that the average person finds it difficult to make a choice. They require very little decoration in the way of cover designs, yet lend themselves to artistic treatment however elaborate. You will never tire of these seven shades.

Unlike many novelty papers **Lodestone Cover Paper** permits sharp, clean press work may be run through a press as easily as a plain-surface sheet. The most pleasing results may be secured by embossing, as it tends to burnish the surface of the stock, producing surprisingly artistic effects where no ink whatever is used.

Lodestone Cover Paper meets all cover requirements. It is made in three thicknesses—Light, Medium and Heavy—with the same texture showing in both sides of the sheet. In addition, all of the colors in medium weight and heavy weight are made with white lining. It has a surface practically water-proof. Here is a beautiful and unique catalogue cover; it does not spot or stain; has a smooth leather touch and possesses all the serviceableness that can be secured in a sheet of paper. And yet, withall, **Lodestone Cover Paper** sells at a price which makes it a practical purchase for extensive printing runs—truly an ideal cover paper for the Direct Printed Message.

Send for Samples

UNITED PAPER MILLS LIMITED

TORONTO

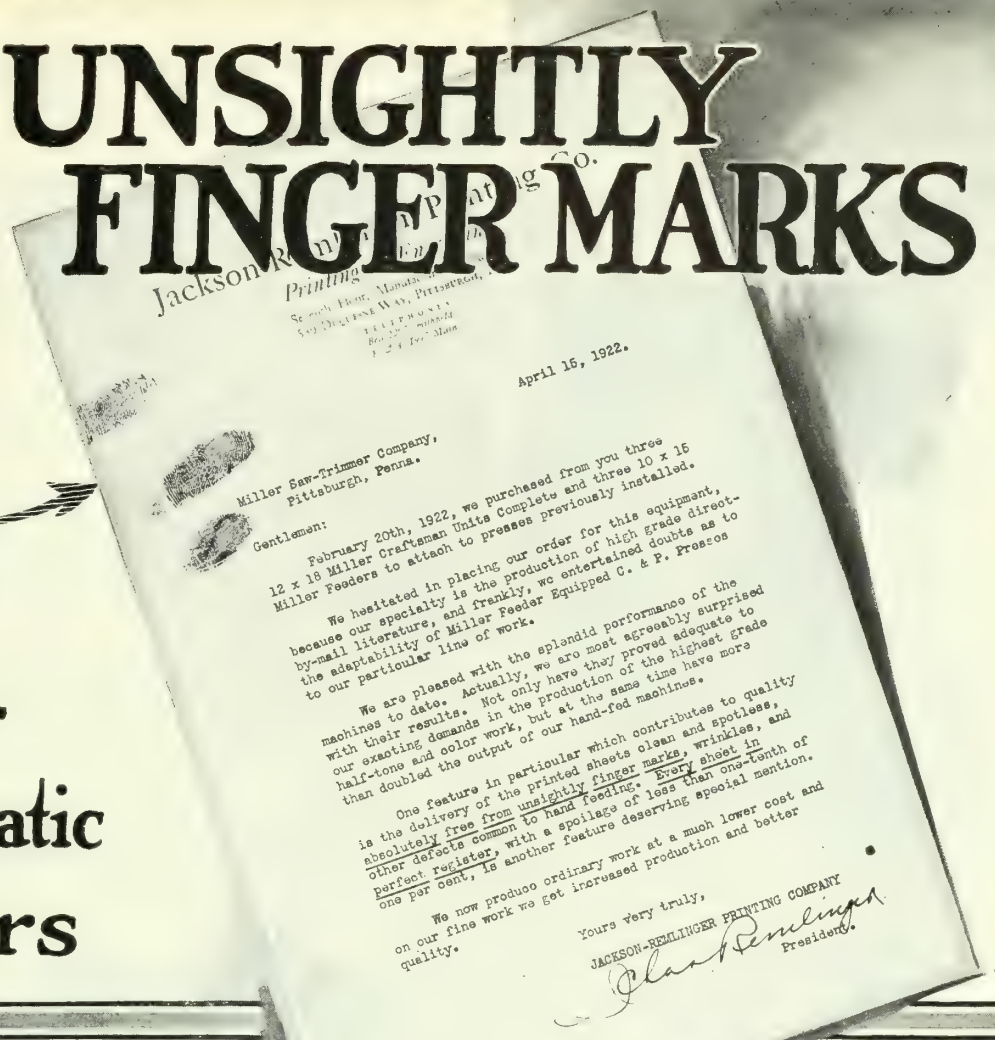
Phones:
Adelaide 1343, 1344, 3932

HAMILTON

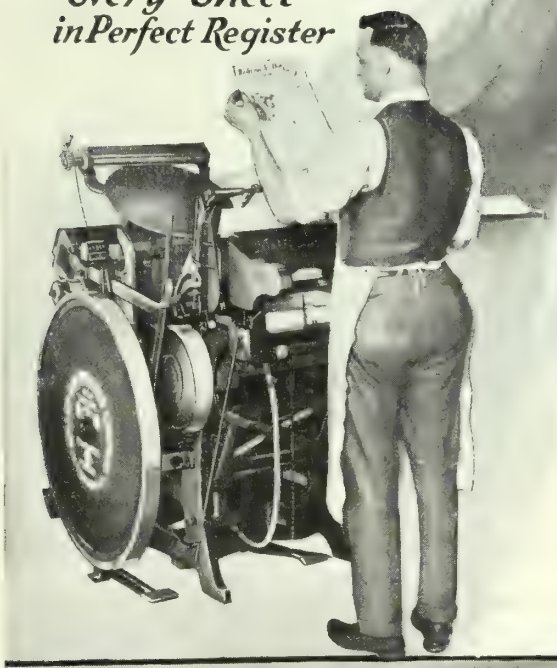
Phone:
Regent 1551

No UNSIGHTLY FINGER MARKS

with Miller Automatic Feeders



Every Sheet in Perfect Register



USER Knowledge Is Indisputable

THE GOOD LETTER reproduced above not only sets forth many of the SPLENDID MILLER FEEDER ADVANTAGES, but of greater importance, it expresses the recently acquired *Miller User Knowledge and Confidence* of one who, until he became a *Miller User*, entertained doubts of *Miller Automatic Feeder Efficiency and Economy.*

YOU TOO, may be in the *doubtful class,* and sacrificing daily the super-quality product and extra profits *Miller Feeders* insure. If so, why hesitate longer? Request the complete Miller Story to-day. It is interesting and may pave the way to the most profitable investment you ever made—explains how you can put *Miller Feeders* on your payroll and let them pay for themselves.

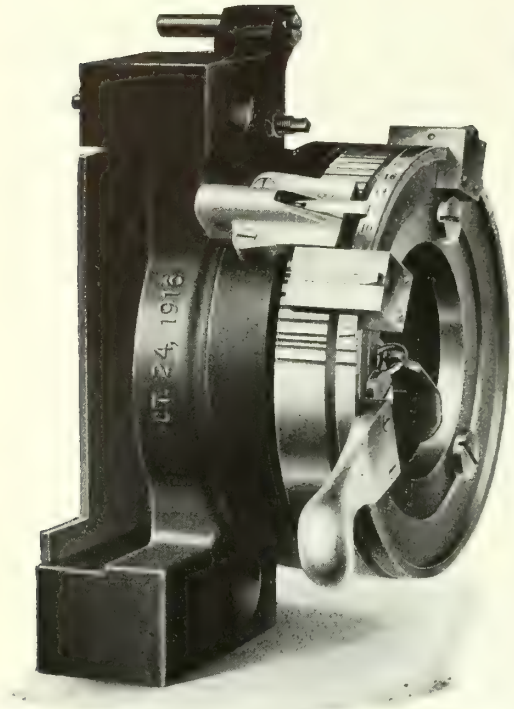
Canadian Agents:
Except in Province of British Columbia

Miller & Richard

Toronto - Winnipeg

· EXHIBITOR ·
Boston Graphic Arts Exposition
August 28 to September 2

MILLER SAW-TRIMMER COMPANY
PITTSBURGH, U. S. A.
Atlanta Boston Chicago Dallas New York Philadelphia San Francisco



Intertype Improved Screw-bearing Knife Block.

THE

INTERTYPE

"THE BETTER MACHINE"

COMPOSING MACHINE

Better Slugs—More Slugs

When developing composing machines of wide range, Intertype designers have never lost sight of dependable operation. They could at any time produce machines of marvelous versatility—machines that would do all kinds of exhibition "stunts"—but until such machines can be made to work continuously, under ordinary operating conditions, they are never offered to the trade by the Intertype Corporation.

Intertype Model D-s.m., with a range from 5-point up to full width 36-point bold and 60-point bold condensed, setting slugs up to 42 ems wide, without assembling and distributing complications, is the leading exponent of practical—PROFITABLE—non-distribution.

The construction details described below are among the thirty major improvements and simplifications which make the Intertype DEPENDABLE. These and other features appearing in this series maintain the truth of our slogan: "The BETTER Machine."

Screw-Bearing Knife Block

Full floating knife is so supported that it cannot gouge the slugs or trim unequally and thus cause buckling of the column. Movable knife banks firmly at each end, instead of in the center only. Insures parallel slugs. Contains about one-third as many parts as other universal knife blocks. All point settings from 5 to 36-point. Odd or bastard settings easily provided for without interfering with the standard settings. Two adjusting stops provide for instant changes from one setting to another without looking at dial. When new knife is put in it is only necessary to adjust to parallel; size adjustment is made by means of the dial.

Improved Metal Pot

Holds about one-third more metal than other pots. This helps to insure uniformity of temperature and saves time for the operator. An auxiliary gas burner is provided, which reaches up through back of pot and heats metal in and around well. Makes for uniform temperature, helps prevent cracking of pot from expansion, and reduces time required for "heating up." Four vents are provided for escape of fumes from pot and mouthpiece burners. Mouthpiece fits over lip of crucible, not into it. Driving taper wedge does not strain casting. One standard mouthpiece for all kinds of work, including head letter.

Sensitive Gas Governor

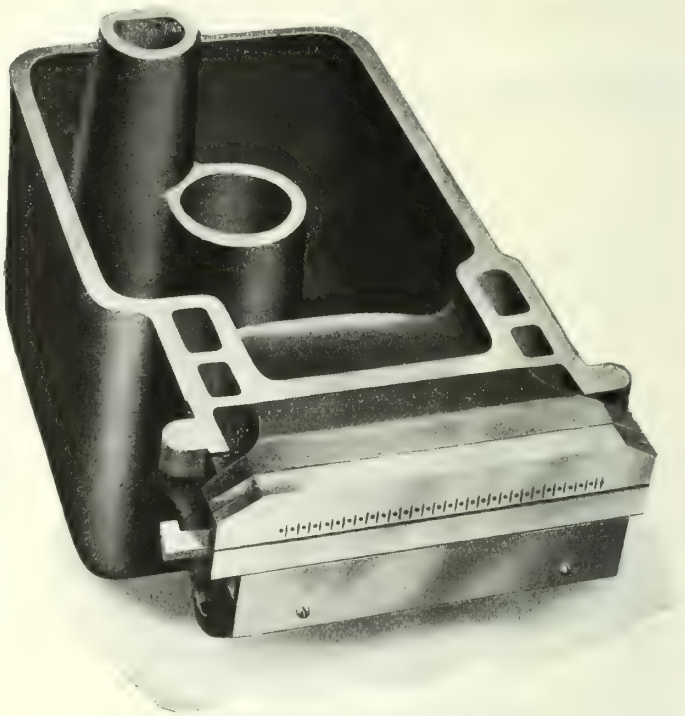
No mercury required.

Governor actuated by heat in crucible only, not by heat under mouthpiece.

Simple construction; quick action; sensitive to temperature variations.

Adaptable to all conditions by convenient adjusting screw.

Send for illustrated leaflets about these and other Intertype Improvements.



Large Crucible and Universal Mouthpiece.

TORONTO TYPE FOUNDRY CO., LIMITED

"Everything for the Printer"

120 Wellington Street West, TORONTO, Canada

Branches: MONTREAL, WINNIPEG

THE CANADIAN
PRINTER & PUBLISHER
DEVOTED TO THE INTERESTS OF THE
PRINTERS AND PUBLISHERS OF CANADA

Volume XXXI. TORONTO, AUGUST, 1922 Number 8

Boston In the Limelight

Educational Graphic Arts Exposition to be Held in Historic City, August 28 to September 2—A Complete Show

HOW many people, when they pick up a magazine, a book, or a newspaper, stop to think of the many intricate processes required to get that finished product? And how many more, if they did stop to think, would have any adequate idea of the labor involved?

It is to teach people something of all this that the Second Educational Graphic Arts Exposition will be held in Mechanics Building, Boston, August 28-September 2. To this exposition they may come and see how paper is made, how type is set, and how engraving, electrotyping, press work, folding and binding are done. They will be able to see all the processes required from the time the paper is being made until the finished product comes off the press and is ready for the salesroom.

There will be exhibits of paper making—a miniature paper mill actually making paper. There will be booths where all kinds of special finish and colored papers will be on display.

There will be type machines that the observer may see how type is set, cast and assembled.

There will be exhibits showing the process of electrotyping, engraving, and stereotyping. All kinds of press work will be shown in operation. There will be cylinder presses, job presses, and offset presses. One of the curios of the Exposition will be the old Stephen Daye Press, the first press used in this country. It was brought over from England and set up in Cambridge in 1639. It has been loaned to the Second Educational Graphic Arts Exposition by the Vermont Historical Society. It will be interesting to compare the output of this old press in its day with the output of one of the fastest modern presses on exhibition. It has been estimated that one of the present high speed presses can do as much work in a day as all the early presses in New England could do in a year.

Of course the visitor to the Exposition will be interested in the ink used in printing. There will be all kinds of printing inks shown. Inks used in printing reading matter and inks used in printing fine color work that shows all colors of the rainbow or gives an exact reproduction of the object illustrated.

A Wonderful Opportunity

All executives and proprietors of manufacturing plants of the printing and allied industries attending the Second Educational Graphic Arts Exposition to be held in Mechanics Building, Boston, August 28 to September 2, will have a wonderful opportunity of seeing all the latest machinery and equipment in actual operation and under one roof.

They can make comparisons, note all the merits of each machine and every piece of equipment without incurring any obligation. In one building they practically visit every well known manufacturer, and best of all, they see all the machines actually working and demonstrating their claims.

Over 100,000 feet of floor space will be used by exhibitors and an attendance of 250,000 people is predicted.

The Exposition will easily eclipse in magnitude any other show of printing equipment ever held at any time.

Surely the folding and binding machines will come in for their share of interest too. For who doesn't want to know how books are put together and how newspapers come folded off the press? Everything that's new in folding and binding machines will be shown in operation.

All Kinds of Accessories

Then there are the many accessories for printers that are almost as essential as the very machines themselves. Trucks, lifting machines, cutting machines, knives, saws, punching and perforating machinery, press feeders all have their important place in printing.

Very important too are the electric motors. Without these the various machinery wouldn't run. The visitor to the Exposition won't want to overlook anything so important as electric motors.

Lineup and registering tables will be there, so the visitor will have an opportunity to see how the printer knows whether the lines of type print straight or not.

Four large units that will do much to enlighten the seeker for information will be at the Exposition and in operation. They are the Trade Composition Unit, where the public will be shown how the various commercial work is made up into folder, card, booklet, or pamphlet form; the Photo-engraving Unit will show how pictures are taken and made into plates for reproduction; the Electrotyping Unit will demonstrate the method of making electrotypes, or duplicates, from a plate or type form; and the Folding Box Unit where all the fancy little boxes and cartons that are used daily will be made for the benefit of the visitor; the Envelope Unit will show how envelopes are die cut, folded and gummed. Surely a wealth of interest for all !

When the visitor has seen all this and thinks he has a fair working knowledge of how printing is done, he will be anxious to visit the "Honor Hall" and see samples of some of the best work done recently by various printing houses. In this "Honor Hall" each printer will be allowed to place one specimen that he considers the finest work ever put out by his firm. There will be examples of fine printing, color work, and

binding. Every detail, in fact, will be fully represented.

Taken altogether this Second Educational Graphic Arts Exposition will be one of the largest and most complete educational expositions ever held. Not only will the visitor be able to see all this printing equipment in operation but there will be expert printers on hand to explain the why and wherefore of it all. Any questions that may arise in the mind of the visitor will be answered by men who know the printing business thoroughly.

If, after visiting this Exposition, anyone does not have a



CUSTOMS HOUSE TOWER AND PUBLIC GARDENS OF BOSTON.

fair idea of the printing craft it will certainly be his own fault for every opportunity will be given to the visitor to learn.

"Share your knowledge," the motto of Printing House Craftsmen everywhere, will be the motto of those who exhibit at the Second Educational Graphic Arts Exposition.

Printing Exhibit A Feature

The Printing Exhibit is to be one of the best features.

This part of the show will occupy a whole section of the building. Here will be shown a great variety of art, book, catalogue, magazine and commercial printing. A complete direct-by-mail campaign in full detail will be displayed, with attendants to explain to buyers of printing the advantages of this form of advertising.

The layout display will show examples in black and color work for cards, boxes, folders, catalogues, broadsides, posters, magazine inserts and advertisements.

The composition exhibits will include examples of old style and modern treatments of straight and tabular matter, and display type and illustration arrangements.

The presswork shown will include results obtained by letterpress, offset, lithographic and rotogravure processes in black and colors, on platen, cylinder and rotary presses.

The binding operations will be shown through a variety of examples of different methods of folding, stitching, backing, blocking, trimming, covering and lettering.

Interesting and impressive displays of regular work by representative printers will be augmented by exhibits of priceless examples of especial honor printing and binding.

The first printed sheet produced in America came from a press in Cambridge, Mass. Many early productions are still preserved and arrangements are under way to include some of them in the exhibit.

Classes from art institutes and colleges maintaining business administration and advertising departments will attend the exhibit with their instructors, and arrangements will be made to have competent printing authorities address them on the value of printing to the business men.

Advertising representatives and purchasing agents from the United States, Canada and Europe will attend to study the display of printing, and note the development of the newer and fuller co-operation of the printer and the advertiser.

This section of the building devoted exclusively to the printing exhibit will afford good light and ample room for comfortable and leisurely examination and study of the exhibits. No such setting and completeness has ever been available for a printing exhibit before.

Exhibits Systematically Arranged

The 105,000 square feet of exhibit space will be divided into seven departments as follows:—

Department A. will exhibit Light Machinery—Comp. Room Equipment; Departments B and C will exhibit Heavy Machinery; Department D will exhibit Box Machinery and Appliances; Department E will exhibit Light Stationary Exhibits; and Departments F and G will exhibit Printing Exhibits.

During the Show a representative of the management will be at the Bureau of Information, located in an office near the main entrance, where information on any matter may be obtained.

The Exposition opens Monday, August 28, 1922, at 1 P. M. and will be open each and every day thereafter from 10:00 A. M. until 10:00 P. M. until and including Saturday, September 2, 1922.

A Charming Country

In Boston there are many points of interest to visit. The beaches, the amusement parks, the historic landmarks, the beautiful public buildings, the quaint little sea towns form a great attraction.

A special committee is devoting their time and energy to planning trips, to cover the most ground in the shortest time. There will be no confusion of missing trains or boats or losing members of the party, for small groups will be taken under the personal direction of a member of the committee.

At this season of the year in Boston the weather is ideal. Warm enough to enjoy all summer sports, it is not too hot for comfort. The muggy sweltering days will be past—there will be the scarcely perceptible tang of autumn—the cooling east wind.

As to the trips.

Whether you are a Mayflower descendant or not you will be interested in viewing the spot where the Pilgrims landed—historic Plymouth Rock. A quiet, sleepy little town is Plymouth, with its cliffs rising up from the shore most formidably. Then you will want to travel to the tip end of Cape Cod, where the Plymouth Monument rises majestically over the sand dunes at Provincetown. Here you will also be interested in visiting the numerous art colonies that foregather each summer.

Old Whaling Port

You'll certainly want to stop a while in New Bedford—the old whaling port of New England. There you can visit the museum and see models of the old whaling ships—ships that went out to sea and were gone two and three years at a time. Many of the captains of those ships—old men now—are still alive, and it is their chief delight to gather at the New Bedford Whaling Club and spin yarns of the days that used to be.

At Duxbury you'll find the John Alden House—the house in which John and Priscilla Alden spent the greater part of their days. There also you'll find the Standish cottage—a simple frame structure typical of old New England.

In Marshfield you'll want to visit the old Winslow house—an imposing edifice even in these days of grandeur. Like many of the old houses it has its secret chamber, entered by a sliding panel over one of the wide fireplaces. Here also was the home of Daniel Webster, who used to spend his vacations shooting and fishing in the vicinity.

Further up the shore towards Boston you come to Nantasket. At Nantasket is one of the best bathing beaches on the South Shore. The surf pounding in provides great fun for the bathers, and though you may not swim you will enjoy this surf bathing. Here also is Paragon Park—an amusement park equipped with all the latest devices for providing thrills.

In Boston proper, in many instances not over 15 minutes walk from Mechanics Building, and in Greater Boston are many places that figured in the early days of history in the making. These places are all very accessible and may be reached either by trolley or automobile.

You will want to visit the spot where Benj. Franklin learned the printing trade as his brother's apprentice, the Old State House, Faneuil Hall, the Old South Church where Benjamin Franklin was baptized, the Old Granary Burying Ground where the victims of the Boston Massacre are buried, King's Chapel, the official church of the Royal Governors.

Beacon Hill

You will be interested in Beacon Hill and its old houses, many with the purple-tinted window panes of inestimable value. The story goes that one shipment of glass from England, in those first days, contained some glass that turned purple shortly after it was put in place and exposed to the elements. To-day those purple panes are held in high regard, for they prove beyond all question the antiquity of the house.

If you care to climb to the dome of the State house, high up on Beacon Hill, you will be well rewarded by the panoramic view of Boston and the harbor. From here you see, to the east, the white shaft of Bunker Hill, to the south lies Dorchester heights, where Washington erected the fortifications that forced the evacuation of Boston.

However all the trips planned by the Committee are not historical. There will be pleasure excursions to the beaches, automobile trips through the country, theatre parties, shopping trips for the ladies, dinners—in short every wish you may have will be fulfilled by the committee who are hard at work planning for your pleasure and your comfort. If you wish to visit some place that has not been included, a member of the committee stands ready to take you personally.

Entertainment for Women

A special committee of women is making plans for the entertainment and comfort of the women visitors to the Second Educational Graphic Arts Exposition. Shopping trips will be arranged under the guidance of women familiar with Boston stores. Theatre parties are also on the programme, so the fair guests will have an opportunity to see the play or picture that they wanted to see. There will be afternoon teas too, and motor trips. Parties will be organized to take in the various points of interest and amusement around Boston. Always there will be the hostesses eager to entertain their visitors, for this Women's Committee are making extensive plans that nothing contributing to the comfort or pleasure of their guests shall be overlooked.

To Complete Arrangements For Trip

The August meeting of the Toronto Club of Printing House Craftsmen will take place at the Sunnyside Pavilion on the evening of the 16th at 6.15 p.m., when arrangements will be completed for the trip of the club members to the Boston Exposition. On this occasion the Boston Committee will present their final report. F. H. Dobbin, of Peterborough, will be the principal speaker of the evening.

Photo Engraving at Boston Show

New England photo-engravers are going to have an interesting exhibit at the Exposition. The process of photo-engraving will be shown from the time the original copy is re-photographed until the plate is made and blocked.

The exhibit will be called "The Halftone Dot," and the booth will be decorated with white banners on which will be the small round dots that make the half-tone plate. There will be ten men at work and the visitors to the Exposition will be given every opportunity to see how pictures are prepared for publication.



CRAFTSMEN ASSOCIATION OFFICIALS.

President W. R. Goodheart (left) and Secretary L. M. Augustine, of the International Association of Printing House Craftsmen—the Association is back of the Boston Exposition.

There will be the large camera for re-photographing the copy furnished, the dark room where the plates will be developed and the negative turner who strips the films.

The process of printing on metal will be shown, as will also the etching, finishing, routing, proofing and blocking. Actual plates will be made and shown in each of the various stages of completion. Visitors will be able to see just what happens from the time the copy is furnished until the work is completed.

The men who will have charge of the exhibit are: Marcus Craham, W. J. Dobinson, W. H. Bowker, C. T. Sprague, Joseph Donovan.

Wesel Co. will furnish the plant. They will install all the equipment necessary to run a commercial photo-engraving plant.

The exhibit will be so arranged that visitors will have a chance to watch each process in the order in which it comes in photo-engraving. More than that, there will be several men competent to explain and answer questions, who will be on duty all day long for the purpose of giving any information that a visitor may desire.

To those who understand photo-engraving the exhibit will be interesting because it will give an opportunity to compare the work of others with their own work; and to those who know nothing of photo-engraving the exhibit will be interesting because they will have a chance to learn how it is done.

All the photo-engravers in New England will participate in this exhibit.



MECHANICS' BUILDING, BOSTON, WHERE THE BIG SHOW WILL BE HELD.



OFFICIAL DELEGATES TO TORONTO CLUB OF PRINTING HOUSE CRAFTSMEN

Elected to officially represent Toronto at Convention of International Association of Printing House Craftsmen to be held in connection with the Second Educational Graphic Arts Exposition at Boston. From left to right (at top)—G. C. Lumbers, Business Systems; Charles W. Keates, Southam Press; C. W. Dunnet, R. G. McLean Company; (at bottom)—George D. Parry, Rous & Mann; O. J. Hutchinson, MacLean Publishing Company. The Toronto party to the Exposition and Convention is expected to compare in size with parties from other cities of like population.

The Toronto Club Is Flourishing

Review of Meetings Held by Craftsmen Since Organization Was Effected

By C. KERR STEWART

FOR THE past few years the development of every business has depended to a great extent on the organization of the men interested in each particular line and more and more industry is coming to see the value of these organizations as a factor in promoting safer and saner business. The printing industry is well up in the lead in this respect.

In 1906 a number of New York print shop executives conceived the idea that it would be well for craftsmen to become acquainted and share one another's burdens and knowledge, and it was from this idea that the great international organization known as the International Association of Printing House Craftsmen sprung. To-day practically every big city on this continent has a Craftsman Club. The object of the club is the promotion of friendship, co-operative spirit and mutual assistance among members, and the exchange of practical information that will tend to improve the printing and allied industries.

The Toronto Club was organized in April 1921, but owing to local conditions the first regular meeting was not held until the following October. The local club has made rapid progress during the past year and the officers and members have every reason to feel proud of the success attained.

Meetings are held once a month and both the social and educational features have been well looked after at the six meetings already held. The social side consisted of a dinner at the club rooms and some special feature of entertainment. Each meeting was well attended and the addresses were on various subjects that must deeply interest every craftsman.

At the January meeting an address on "Origin and Development of Make Ready" was given by Charles Keates, president of the club, and was both entertaining and instructive. Mr. Keates gave the history of mechanical overlay processes, describing the different methods in use from the early days down to the present and showed the advancement that has been made in the press room along this line. The Entertainment Committee provided an enjoyable program including several musical numbers.

A Meeting to Remember

The February meeting is one that stands out in the memory of the local craftsmen. On the day of the meeting Toronto was visited by one of the worst storms in years. Some forty-five members however climbed the twenty stories of the Royal Bank Building, owing to the elevators being out of commission for want of electrical power, and with candle-light transacted considerable business. At this meeting a resolution urging the Federal Government to put the "Marking Act" in force as it applied to printed matter entering Canada, was passed and the secretary instructed to forward a copy of the resolution to every Cabinet Minister. It is interesting to know that replies were received from every member of the cabinet. An address on "Making of Engravings" by Walter Perry was dispensed with owing to lack of light necessary to screen the illustrations.

March provided the banner meeting of the year, over one hundred being present. The subject for the evening was "Printing Inks." This subject covered the different processes used in the manufacture of both black and colored inks, representatives from the different ink houses covering some certain branch of the work. The many questions asked by members showed their deep interest in this important subject. A professional entertainer and the "official" song sheets made the meeting go with a swing.

The next meeting in April featuring an address "What Advertising Expects of Typography" by James Imrie was attended by over seventy. Mr. Imrie used advertisements from leading magazines and large charts to illustrate the proper blending of type and illustrations. The MacLean Publishing Co. orchestra gave a program during the dinner.

Talked About Paper

At the May meeting "The Making of Paper" was the subject and was ably handled by W. B. Campbell of the Provincial Paper Mills. Starting with a description of lumbering operations Mr. Campbell described and explained each operation down to the finished sheet, and at the conclusion answered many questions on different finishes, color, etc. At this meeting five delegates were elected to represent the club at the big Boston Convention. Harvey H. Weber, International District Representative, was present and gave a short talk on the coming convention and exposition.

"Offset Printing" held the attention of members at the June meeting, when E. W. Hendricks, Superintendent of Rolph-Clark-Stone Limited, was the speaker of the evening. Mr. Hendricks exhibited some beautiful specimens of this class of work and covered the history of lithography and offset from discovery to present day methods. Atwell Fleming, of the Atwell Fleming Printing Company, spoke of the splendid work the club was doing.

The above resume is written with the idea of showing what excellent work has been carried on by the Toronto club and shows that the motto "Share Your Knowledge" was lived up to. Members will be interested to know that the Toronto Club has grown rapidly during the past six months. The membership has grown from 54 in January to 90 in July, or a gain of almost 90 per cent.

Congratulations from International Secretary, L. M. Augustine, were received in a letter to T. H. Saunders in which it was stated that Toronto had probably made the largest gain in membership of any club on the continent. The notice for the March meeting, it was also stated, was the best received from any club. This it will be remembered was in an ink can, labelled "More Dope for the Printer." Notices for all meetings have been supplied gratis by different members of the club and represent some artistic pieces of printing. Mr. Augustine also commented on the publicity work that Printer & Publisher was doing to boost the club and the big Boston show.

The Toronto Club owes its success to the untiring efforts of its officers and committees. Thos. H. Saunders, the secretary, has given unsparingly of time and efforts and to him the club owes a large measure of the success achieved during the past year.

To "B-in-Boston"

The second annual convention of the Craftsmen will be held in Boston August 28th to September 2. In connection with the convention is the Graphic Arts Exposition and a show of printing which in itself will be well worth seeing. Toronto it is expected will be well represented and should boost for Toronto as the next Convention City.

In the printing industry, Craftsmanship is an essential factor. And the printing craftsman, executive or employee, is likely to become a victim of set ideas about this or that, or in fact most anything pertaining to his craft.

It is a mistaken attitude, however, because eventually it will have a deteriorating effect upon the individual and his or his employer's business. To stand still is to go backward. The procession of progress will surely pass you. The surest way to keep up with it is to keep a bit ahead of it.

Printing is a progressive industry. New things are springing up all round. All of us are interested in them—but only a few are interested in a practical way. The few are the progressives who keep constantly moving forward.

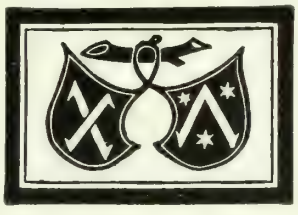
Month in and month out, we hear about these revolutionary processes, short cuts, time conservers. The salesmen we see and talk with tell us about them. Our friends tell us about them. The information reaches us via the ear. Seldom does our eye have the chance to see. So when an opportunity presents itself to get a real "eye-full," to shake loose from the daily grind and re-freshen our perspective, should we not grasp it?

The Boston Graphic Arts Exposition is the opportunity—the opportunity to see the things we have been hearing about. While many may feel there is little new of particular interest, not one of this many would admit that they were not progressive. Yet it is obviously a reactionary who will sit at home and smile complacently while the industry of which he is a part and to which he should be a credit holds the biggest industrial exposition of its long and honorable career.

Craftsmen Club Emblem

AS THE emblem of the printshop craftsmen has become well known and has created no little interest, it might be well to tell the story of its adoption.

The first meeting of the New York Club after organization was October 19, 1909, at the Broadway Central Hotel. At this meeting the suggestion was made that the Club should have an emblem. The selection of the emblem was put up to the publicity committee of which Chas. S. Walling was chairman. At that time, Mr. Walling was superintendent of the mechanical plant of *The American Printer*. He is now superintendent of the plant of the McGraw-Hill Publishing Company. Mr. Walling suggested that the club adopt as its emblem the mark of the famous printers, John Fust and Peter Schoeffer. He photographed the mark from the reproduction in DeVinne's "Title Pages" and placed a hand-drawn heavy and light lined border around it.



The idea was submitted to the Club's Board of Governors and the emblem was adopted. It was used for the first time on the program of the banquet of the New York Club of Printing House Craftsmen held November 18, 1909, at the Broadway Central Hotel. Mr. Walling designed and lettered the program used on this occasion and the emblem appeared as a seal on the end of a piece of ribbon attached to the program. Will Bradley, who was the speaker of the evening, complimented the Club on the program and on the mark, which has been used ever since.

The emblem of the Printing House Craftsmen consists of the mark of Fust and Schoeffer with a heavy and light line frame around it. At the convention in 1920 of the International Association of Printing House Craftsmen a committee, under the chairmanship of Camille De Veze, recommended that six-pointed stars be used, and that otherwise the emblem of the International Association be the same as that adopted by the New York Club in 1909.

Mr. De Veze's committee had made researches into the meaning of the device but could not find any information that settled beyond a doubt just what the emblem signified.

The emblem was first used on a Bible printed and published in 1462 by John Fust and Peter Schoeffer, successors to John Gutenburg as printers at Mainz. It has been thought that the emblem was used on the Psalter of 1457 in connection with the first colophon, or printers' imprint, but none of the 1457 Psalters in existence seem to have the emblem except the copy in the Imperial Library at Vienna and there are authorities who claim that the mark in that copy was stamped in at a later date.

There are various explanations of the meaning of the device. One suggests that the characters on the shields mean "Two printers' rules in saltire," another "The Greek letters chi and lambda," and another "Grampions, or grappling irons."

First Craftsmen's Club

Printshop Executives of New York Originators of Widespread International Association—Started in 1909

By JOHN C. MORRISON
First President of the First Club of Printing House Craftsmen

PREVIOUS to the year 1906 the United Typothetae of America was the only national association of the printing industry in America.

The Printers' League of America came into existence some time during 1906 as the direct result of the strike of that year, which was brought about by the demands of the Typographical Union in the latter part of 1905 for the introduction of the eight-hour day. The League took under its jurisdiction the settlement of all questions relating to the handling of labor contracts with the unions, while the United Typothetae of America from this time on devoted all its efforts to such matters as cost-finding, accounting, advertising, salesmanship, mutual insurance, etc. The Typothetae did very effective work in all these branches and accomplished much towards putting the industry on a sound business basis.

While the United Typothetae of America and the Printers' League were blazing organization and economic trails, neither of these institutions was paying much attention to mechanical improvement nor to the scientific management of the industry. However, time was not being lost in other industries and such men as Taylor, Emerson and other specialists were accomplishing much to cut out lost motion and in establishing new records in various departments for the elimination of waste. Prior to 1909 the most serious indictment against the printing industry was extravagance, owing chiefly to faulty direction of the human element as well as to the waste of materials used in the manufacture of printing. This latter condition could be traced to loose figuring and similar blunders.

In 1909, a few New York printshop executives, alive to the gravity and the exigencies of the situation, determined collectively to study the question of management and machinery, relative to the new order and in keeping with the times. A human note was struck through the personal contact which came of these conferences and much of the bitterness of competition was wiped out when Mr. Brown and Mr. Smith became Bill and Frank at the meetings. It is axiomatic that an organization which is able to promote intimacy among its members will also develop co-operation of lasting benefit to the industry.

As a fitting climax to these conferences, an informal dinner was held on the evening of Thursday, September 2, 1909, at the Broadway Central Hotel, where the foundation was laid for the organization of the superintendents and foremen of New York City, which organization at a later meeting was named the Club of Printing House Craftsmen, with ninety-four charter members. A device was agreed on at this same time by the association whose desideratum was the promotion of efficient management and mechanical improvement, by means of a forum for the interchange of experience by superintendents and foremen, and for the fostering of the "community of interest" idea.

Within a few months we had the usual set-up for organization work, constitution, by-laws, mailing lists, etc., and all the necessary equipment for carrying-on. The big job ahead was to sell our idea and to secure members, and then to create enough interest among our new followers to retain them. We had no patronage, no protection to offer,—nothing in fact, to lure adherents to the cause but the opportunity to meet together socially with other executives in our line of business. Thanks to the efforts of a hard-working entertainment committee and an esprit de corps among the members, who believed in the new organization as an educational factor, the institution of the Club of Printing House Craftsmen got its start. Later developments familiar to us all have vindicated its existence as an essential unit in the growth and democratization of the industry.

The evening meetings included an entertainment once a month for the purpose of friendship and good feeling, and also of lectures from time to time for the promotion of educational interest, of paramount importance to the industry. The first entertainment committee appointed gave the members of the best that it was possible to procure from its modest funds where perhaps quality and certainly not quantity was the order of the evening. The writer recalls to mind one meeting held at the old Café Boulevard where the chairman was allowed a very meagre sum for entertainment. He was fortunate in securing the services of Miss Spencer, an artist well remembered by the pioneers of the club, and whose generosity and talent afforded increasing enjoyment as time wore on. Some of the lecturers were Will Bradley, Elbert Hubbard, of Roycroft fame, Harrington Emerson, the efficiency expert, Herman Metz, and many other specialists, including chemists from the ink and paper houses, expert engravers, inventors and authorities from this and foreign countries who were seriously listened to at these gatherings. In fact all these meetings were of a studious or serious nature except the one with which the winter season closed.

Subsequently, one city after another took up the idea with the result that in February, 1910, Philadelphia organized a club very similar to that of New York City. In expanding the idea, Philadelphia took up a line of educational work that proved of great value to the printers there and in neighboring cities. Boston soon followed suit with a good-sized and enthusiastic membership, and other cities came along rapidly.

Little did the four men who signed the call back in 1909 foresee the great part the Club of Printing House Craftsmen was to play in the history of the printing industry in America. Its circle of influence increases in direct proportion with the complexities confronting the executives of the industry. The conditions we deal with are not static. At one milestone it is a changed financial situation, at another economic complications. To keep clear of the reefs at these various points requires concerted action by men of intelligence, sincerity and energy. The period of greatest activity perhaps lies ahead of the Club. The writer, as one of its first executives, wishes it a long life and looks to it for much useful guidance from time to time in the problems threatening the life of our beloved industry.—*American Printer.*

SHARE YOUR  KNOWLEDGE



Printed by R. G. McLean Limi

Program of the Boston Exposition

Convention program to entertain guests at the Second Graphic Arts Educational Exposition, Mechanics Building, Boston, the entire week, commencing August 28 and ending September 2, 1922.

Sunday—Aug. 27

12-5.00—Auto ride through parks taking in the Park System, Harvard College, Institute of Technology, Radcliffe and Historic Boston.

7-10—Theatre Party to hear Boston Symphony Orchestra.

Monday

9-12—Convention and Registration.

12-6.30—Convention for both men and women.

6.30-10—Dinner at Copley Plaza given by the city of Boston to include all registered men guests and exhibitors.

6.30—Pop concert by Symphony Orchestra.

Tuesday

9.30-4.30—Convention.

Shopping tour for women through large department stores and ladies' specialty shops under direction of competent guides. Lunch to be served at Filene's restaurant.

4.30-10—For men and women, trip through the battle grounds of Lexington and Concord—outdoor lunch to be served on the shore of a lake—return by way of Charlestown Navy Yard.

Wednesday

9.30-12—Convention.

Bathing party for women and trip along the North Shore including historic Salem—noted for its witches—Marblehead, the yachting center of the Atlantic Coast, and returning home through the country, arriving in Boston at noon.

1 P. M.—Ladies and men start sail down Boston Harbor landing at Nantasket in time for shore dinner, cabaret dancing and bathing and all the amusements of the Park which are considered to be the finest in the country, including a trip on the highest and speediest roller coaster in the country. Return to Boston by special boats.

Thursday

Convention closed.

Automobiles and entertainment committee will make arrangements for any private parties who wish to stay longer for trips to Plymouth, Provincetown, White Mountains or any other part of New England.



Trade Composition

Another instructive exhibit at the second Educational Graphic Arts Exposition will be that of the Trade Composition Association of Boston, under the direction of Kimball R. Loring, Daniel D. Scott and Cecil H. Wrightson.

A complete plant will be there in operation. Pamphlets, advertising folders and a daily news Bulletin will be produced. The Trade Composition Bulletin will be set up in type, made up, locked up and sent to press. Type, leads, and rule will also be cast.

Thousands of printers who heretofore have had only a very hazy idea of the service rendered by the trade compositor will have a chance to see what that branch of the printing industry offers them.

Twelve men will be required to run the exhibit, so that visitors to the Exposition may see just what Trade Compositors do, and how they do it. The plant will be equipped by the Mergenthaler Linotype Co., the Lanston Monotype Co., the Ludlow Typograph Co., the Intertype Corporation, the Hansen Type Foundry and Samuel Stephens.

Trophy for Largest Attendance

A silver cup as a trophy will be awarded to the Craftsmen Club in the International Association of Printing House Craftsmen that sends the largest delegation to the Second Educational Graphic Arts Exposition at Boston.

This valuable trophy is being offered through the courtesy of one of the leading printing trade journals, "The American Printer," John Clyde Oswald, Publisher.

The conditions that will govern the award will be based on the number of delegates coming multiplied by the number of miles they have to travel to get to the Convention. The accurate count of how many delegates are present from each club will be determined by the number that register at the Convention. This condition eliminates the handicap of distance, so that all clubs stand an equal chance. The local Boston Club will not be eligible, as, of course, they have practically no distance to travel.

The silver cup trophy will be on exhibition at the Exposition in the "Honor Hall", and will be given to the winning Club at the close of the Exposition.

This further inducement to the Clubs to work for a large delegation should result in a further increased attendance of Craftsmen and should be of interest to all in the printing and allied industries.



From Toronto to Boston

The "B-in-Boston" Committee of the Toronto Club of Printing House Craftsmen desires to acquaint the readers of this paper with the following information in connection with the trip to Boston.

The Committee have completed arrangements for the Toronto delegation to travel via Canada Steamship Lines to Montreal, leaving Toronto Saturday, August 26, arriving in Montreal Sunday afternoon, and leaving Sunday night by the Rutland R.R. for Boston, arriving there early Monday morning in time for opening of Exposition.

The fare for the round trip to Boston and return is $65.14. This includes Steamship and Railway transportation both ways between Toronto and Boston and also includes cost of meals and berths both directions on Canada S. S. Lines between Toronto and Montreal; also cost of lower berths on train Montreal to Boston and return. This is fare and one half, on certificate plan, and certificates would be vised on presentation to Secretary of Exposition in Boston. In other words delegates pay single fare going and on presentation of certificate are entitled to return for half fare.

If 35 or 40 are in the party, and there is every reason to expect more, the company issuing the transportation will give a rate for all of above for $59.54.

The headquarters of the Toronto party will be the Copley-Plaza Hotel, two blocks from the exposition, and those intending to go should immediately apply for reservation, addressing hotel as follows "The Copley-Plaza Hotel, Copley Square, Boston, Mass." and also notify the Toronto "B-in-Boston" Committee, so that you may be incorporated in the Toronto delegation. Address, "G. C. Lumbers, c-o Business Systems, Ltd., 52 Spadina Ave., Toronto."

Rates at Copley-Plaza Hotel are single rooms with bath, $4.50 to $9.00 ; double rooms with bath, $8 to $12 per day.

The Committee will be glad to furnish further information. Write or wire immediately.

G. C. LUMBERS, Chairman.

President Harding Invited

Monday, August 28th, the opening day of the Second Educational Graphic Arts Exposition in Mechanics Building, Boston, will be President's Day. It is expected that President Harding will be present to open the exposition officially. It is also expected that Mrs. Ellen Duane Davis, of Philadelphia, great-great-granddaughter of Benjamin Franklin, will be present on that day.



New Building To Be Erected For Border Cities Star

PLANS have been completed and work will be started almost immediately on what will be one of the most efficient and up-to-date daily newspaper plants in the Dominion of Canada, the new home of The Border Cities Star, Windsor, Ont.

The building will be erected on one of the most valuable business sites in Windsor, a lot with frontages of 100 feet and 83 feet respectively, on two downtown thoroughfares, Ferry and Pitt streets. Practically four stories in height, including a daylight basement, the building will be of stone and concrete construction, including every feature that goes to the successful operation of a modern newspaper.

The Border Cities Star is the property of W. F. Herman, also proprietor of The Saskatoon Daily Star and The Regina Post. The Star came into existence when Mr. Herman acquired he Windsor Record and changed the name of that paper. This was in September of 1918, and since that time The Star has enjoyed one of the most phenomenal developments in Canadian publishing history. From the daily average gross press run of 10,000 of the Windsor Record, The Star's circulation has grown to well over 20,000 A.B.C. net paid per day, onsiderably more than 100 per cent increase.

Since taking over the Windsor Record, Mr. Herman has published The Star from that paper's old plant, a rented premises which has now been entirely outgrown by the rapid development of the paper. In the new building, provision is made for the installation of twenty linotypes and two presses. A new 48-page Hoe for The Star is now under construction.

Hugh A. Graybiel is business manager and J. Ellison Young editor of The Star.

Pulp and Newsprint Mills For Alberta

THAT pulp and newsprint mills would be in operation in northern Alberta within the next decade is the prediction of R. O. Sweezey, one of the best posted men on pulp wood resources in Canada.

For many years Mr. Sweezey was technical advisor in pulp and paper matters of the Royal Securities Corporation, Limited. He has cruised most of the pulp wood limits of Ontario and Quebec. In 1912 he investigated the pulp wood resources of northern Alberta.

Mr. Sweezey says some of the finest stands of spruce he had ever seen are to be found along the Athabasca river and its tributaries. Other splendid stands he found on the islands and shores of the lower Peace river. He referred also to stands farther north in the Hay river district.

The pulp wood resources of northern Alberta, Mr. Sweezey points out, will become increasingly valuable as the supply in eastern Canada and the United States diminishes. Already some of the pulp and paper companies are within sight of the exhaustion of their supplies. At the present rate of pulp and paper consumption there will be a very substantial diminution in the supply in eastern Canada within the next ten years. Mr. Sweezey is convinced that, within that period, the pulp wood on the Athabasca water-shed, with the water powers on that river and the natural gas in the vicinity of the Pelican rapids, will be utilised in the production of pulp and newsprint paper that will find a ready market in western Canada and the western States.

Questioned as to whether a mill would be able to operate profitably so far from a market for its product, Mr. Sweezey pointed out that mills in Quebec province are shipping to St. Louis, a distance of 150 miles, while among the Ontario mills even the Abitibi, 450 miles north of Toronto, is shipping to points as far south as New Orleans, 2,000 miles away.

Preparations Completed for Short Course

ARRANGEMENTS have been completed for the Second Annual Short Course in Journalism at the Toronto University. The course has been arranged at the request of, and in co-operation with, the Canadian Weekly Newspaper Association and will be conducted for one week, commencing Monday, September 11.

The course is intended primarily for editors of weekly newspapers and members of their staffs, but is open to anyone interested in journalism. Last year the attendance was 128.

Subjects of Instruction

C. A. C. JENNINGS, Editor of The Toronto *Mail and Empire*—three lectures on "Editorial Writing."

ARTHUR H. MOORE, Editor of *The News*, St. John's, Quebec, Chairman of the Editorial Committee of the C.W.N. A.—two lectures "The Mission of the Rural Weekly Newspaper" and "Investing the Rural Weekly's influence through the Editorial Page."

PROFESSOR W. J. ALEXANDER, Head of the Department of English, University College, University of Toronto—four lectures on English Literature.

PROFESSOR G. M. WRONG, Head of the Department of History, University of Toronto—four lectures on Canadian Constitutional History.

A. R. CLUTE, Barrister and Solicitor—four lectures on "Newspaper Jurisprudence."

P. W. A. WALLACE, University of Toronto—six lectures on the following topics: Finding subjects, building the article, methods of approach, newspaper style, gathering material, the function of journalism. Exercises and practical work will be assigned on each lecture.

L. O. THOMAS, B.SC., D.L.S., F.C.I.C.—one lecture on "The Press and Canada's Natural Resources."

M. J. PATTON, M.A.—one lecture on "Government Sources of Information for Newspaper Men."

General Arrangements

Lectures begin at 2 p.m. on Monday, September 11th, in Room 19, Medical Building, University of Toronto, and continue to noon Saturday, September 16th. There will be twenty-five lectures in the Course. Three lectures will be given each forenoon, except Monday, commencing at 9 o'clock and two lectures each afternoon, except Saturday, commencing at 2 o'clock.

Applications will be received up to and including Monday, September 11th, but it is requested that these be sent in by mail on or before September 1st, so that all details can be arranged in good time. Registration fee of $2.00 should accompany each application.

Rooms may be secured in the University Residences at the rate of $4.00 for the duration of the course. These rooms may be occupied from Saturday, September 9th, for one week, if desired. Keys are secured at the Extension Office and a deposite of $2.00 is made for each key; this amount is refunded when the key is returned.

Meals may be obtained at tea rooms and restaurants near the University.

Additional information may be secured from W. J. Dunlop, Director, University Extension, University of Toronto.

Reporting By Radio

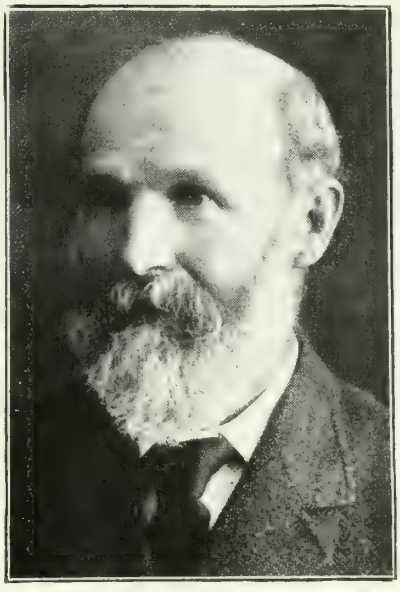
What was probably the first attempt of any newspaper in Canada to employ the radiophone in actual newspaper reporting, was successfully carried out by "The Morning Albertan" (Calgary) last month, when practically every assignment at the local fair was radiaphoned to "the desk."

The stories were written at the fair grounds and transmitted by means of a specially constructed broadcasting plant at the grounds. A receiving set was installed at the desk of the City Editor and the stories were taken by stenographers. A novel feature of the program was an extension on the grandstand where under the direction of the Sporting Editor a running story of the Auto races was broadcasted. The event undoubtedly marks what may soon be a new era in the field of newspaper reporting.

The Publisher of a "Clean Sheet"

TO be in a position to build up a bank account publishing a weekly newspaper is something devoutly to be wished by every rural editor. But there are other sources of satisfaction; such as building a reputation for publishing a "clean sheet."

Whether or not James Currie, proprietor of the Stirling News-Argus, is building a bank account out of the revenue of his paper is among the many things we have not been apprised of, but there is one thing which does come within the scope of our knowledge and that is the fact that James Currie has established a reputation as a publisher of a "clean" sheet. Mr. Currie is to be commended for his high ideals and if there is one time better than another to extend congratulations,



JAMES CURRIE

that time is the present. On July 21st Mr. Currie celebrated his 79th birthday. He has been engaged in newspaper work since he was a lad of 17, with the exception of two years when he went back to the land, also when incapacitated for some months nine years ago through illness.

He was born in East Whitby in 1832, and in 1860 went to Oshawa to learn the printing business. His 21st birthday saw him in Massachusetts where he spent the summer, and New York City claimed him for the following winter. Returning to the old home he was for two years away from newspaper work, and then took it up again in Port Perry, working with the late E. Mundy (Oshawa Reformer). From there he went to Cannington and commenced the publication of the Cannington Gleaner. In 1884 he sold out there and removed to Stirling, Hastings County, where he is still engaged in business.

At 79 years he continues to go to business every day, and manages the business himself, doing a great deal of the actual work along job lines, posters, etc., making up forms, besides editing the News-Argus.

Mornings and evenings in the spring and summer will find him in his garden with the pruner, sprayer, or hoe as the case may be, and Sundays the year round find him in his accustomed place in the Methodist church at least once a day.

It was a happy coincidence that E. Roy Sayles, Manager of the Canadian Weekly Newspaper Association, stepped into the office of the News-Argus during the celebration of Mr. Currie's birthday. Accompanying Mr. Sayles were Messrs. Calnan and Watson, of the North Hastings Review, and Picton Gazette, respectively. Both Mr. Watson and Mr. Calnan are members of the C. W. N. A. and the proprietor of the News-Argus being a member of the organization the heartiest of congratulations were in order.

It is said of Mr. Currie that he enjoys reading Printer and Publisher almost equally as well as the Toronto Globe, without which no day is perfect.

The Rotogravure Process

An Ideal but Expensive Method of Illustrating—Fourth Canadian Paper Adopts the Process—How It Is Done

FOLLOWING in the footsteps of The Toronto Star Weekly, the Montreal Standard and the Halifax Herald, The Toronto Sunday World has adopted the rotogravure process for its illustrated section. The change from the popular halftone method of illustrating represents a forward step inasmuch as intaglio printing (a German development) as exemplified in the rotogravure sections of the newspapers just mentioned is softer in effect and much more pleasing to the eye. The process is not new; but it is rather intricate and expensive, which accounts for its somewhat limited use.

Intaglio means a figure made by cutting into the surface of the material, but the whole process of intaglio (rotogravure) printing is a mystery, even to many experienced printers and publishers. The method is the reverse of halftone or ordinary letterpress printing.

Letterpress is printed from the raised surfaces on the cylinder of the rotary press, but intaglio or rotogravure is printed instead from the pits or cavities on the cylinder. In ordinary printing a picture is really the impression of a series of dots on the paper, which show dark or light according to the size of them and the closeness of their massing together. The ink is spread on the paper evenly. In rotogravure the picture results from the emptying of a great number of little wells of ink on the paper, all of them of the same circumference, but of varying depths. Light and shade in the picture results from the depths of the wells. It is the quantity of the ink applied to the paper that gives the tones of the reproduced picture. Thus rotogravure, instead of being merely printing in the ordinary sense of the word, is rather the application of ink in varying degree somewhat after the fashion of an oil painting.

Rotogravure printing is not limited to the newspaper. It is also employed for high grade commercial printing and magazines; but it has not made much progress in these fields because of the high cost of production, and for the same reason it has not become more generally adopted by newspapers. However, by producing the illustrated sections of a number of newspapers on one press great economy is effected, and by this means, and through new and better application of the process there is a fair possibility of the number of rotogravure sections increasing in the illustrated metropolitan weekly editions.

The intricate process of rotogravure printing as it pertains to newspaper work was recently explained in the Montreal Standard. The practice followed by the Standard follows:

After the editor of The Standard has selected the photographs for the issue from the many services the paper receives, he artistically arranges them with the aid of his artists in lay-outs to fill the four pages of the illustrated section. A negative of each photograph is then made on film which is then cut into the shape required for the purpose of the "layout." The page is then built up and a "positive" made.

The next step is to print the "positive" on special carbon tissue which is similar to that used in making ordinary carbon photographs. Two pages of the illustrated section or a folio are photographed together from a double "positive."

The carbon tissue representing a folio is transferred to a copper cylinder weighing about 2,500 pounds. This process is very similar to pasting transfers on paper, a game known in our childhood. The paper backing of the carbon tissue is removed, the gelatine reproduction of the original photograph left sticking to the cylinder, which is then made to revolve in hot water and the picture developed. The cylinder is now ready for etching, which is carried out by making it revolve slowly again and pouring over it a solution of perchloride of iron.

This solution penetrates to the copper and etches the image of the photograph, through the gelatine fac-simile on the copper cylinder itself.

As the thickness of the gelatine is in proportion to the amount of light that has played on it in the process of transferring the photograph to the carbon tissue, gradations of dark and light may be etched on the cylinder. Where little light has hit the gelatine it is thinner than where it has received the light more strongly and where it is consequently thick. The thinner the gelatine is, the more quickly will the solution eat its way through and the more deeply will it cut into the copper. At these places on the surface deep pits will form, and subsequently filling with ink, during the printing, will print darkest on the paper. The solution will eat more slowly through the thicker gelatine and less deeply into the copper, giving the lighter shades on the subsequently printed picture. Where gelatine has received the light most strongly the solution in the time given will not eat through at all leaving the surface of the copper smooth at these points and therefore coming out white in the printed picture.

Now to the printing process proper: The copper cylinder or rather two copper cylinders, each of them carrying an etched facsimile of the inside and outside folio pages of the Illustrated Section, are mounted in position on the great news-press. The white paper, those great webs, thicker than the trunks of the trees from which they come, is placed in position and the press set in motion.

The rotogravure cylinder bearing the etching of the folio pages revolves in a trough of brown ink which looks like thin paint. This fills all the pits or cavities on the surface already described. As the cylinder revolves, a knife, known as the doctor blade, scrapes it, cleaning the smooth parts of the surface with which it comes in contact, but leaving the pits full of ink. When the paper is squeezed on the cylinder the ink is sucked out of the pits onto the surface of the paper which is dried immediately by passing over a steamheated drum before it comes to the second cylinder which in its turn prints similarly on the reverse side of the never-ending belt of paper, the other folio half of the Illustrated Section. Again it is dried by passing over a steam-heated drum.

The paper now printed on both sides continues on its way until it meets a folding machine and a slicer, joins the comic section "running" at the same time on another section of the wonderful press, and comes out folded and ready for the reader.

This outline will be sufficient to give an idea of the greatest feature of the rotogravure press, the method of printing from the ink carried in the pits on the surface of the cylinder. The cylinder of the ordinary rotary press has ink applied by a roller and prints from the raised surfaces, a process the reverse of the rotogravure.

The cylinders used on the rotogravure press are solid steel, weighing about 2,500 pounds each. They are especially coated with copper facing about a quarter of an inch thick by an electrotyping process which consists of slowly revolving them in a bath through which a current of electricity passes for hours, carrying the copper through the liquid from metal electrodes to the steel cylinder and gradually coating it. The coated cylinder is afterwards ground to the required thickness and polished to an excessive fineness ready for the etching.

Arranging For Canadian Tour

Percy Sutherland Bullen, representing the Daily Telegraph of London, visited Ottawa July 27 on his way from Winnipeg to Montreal. He came from New York where he is stationed, to make preliminary arrangements for a Canadian tour of the Association of Foreign Press Representatives in the United States, of which body he was the organizer in 1917. The association has sixty-five members representing the leading papers of Europe, South America, Japan and British Dominions overseas, all of whom are stationed either in New York or Washington. Mr. Bullock, representing the Times of London, and the Daily Mail, is the president of the association this year and the proposed Canadian tour will probably take place during his term of office.

Regina Leader Installs Radio

ANOTHER large radiophone broadcasting station has been lately added to the list of those installed by the most prominent newspaper of Western Canada within the past six months.

CKCK The Regina Leader's powerful radiophone broadcasting station, formally opened July 28th, ranks with the foremost on the North American continent. It is exceeded only by a few of the mammoth commercial stations located on either coast.

Under ordinary atmospheric conditions, during the summer, The Leader station can be heard for 1,000 to 1,200 miles, while in the winter this will be extended to nearly 2,000. Transmission during daylight hours usually encounters less favorable conditions, night sending having been found to have a usually wider range.

The two-kilowatt set used by CKCK is manufactured by the Canadian Independent Telephones Company, and was installed by C. V. Logwood, radio consulting engineer of prominence, who, with Lee de Forest, radio pioneer, holds the patents for this type of transmitter.

Operating with four power tubes with a radiating efficiency of 65 per cent. of the total input power, the transmitting apparatus produces an antenna power equal to that of any radio broadcasting station on the continent.

The De Forest-Logwood modulating system used by CKCK, which embodies the use of patents held by the Canadian Independent Company and the De Forest Radio Engineering Company, has been found more satisfactory than any other, according to reports to stations where it has been used. The Leader station will have an antenna input of not less than eight amperes.

"The modulation system is one of the most important features of the transmitter," said Mr. Logwood. "It is the factor which makes or breaks the broadcasting plant. Poor modulation spoils all the pleasure of tuning-in on a concert or other broadcast. Good modulation means perfect hearing for listeners-in."

Room is Sound-Proof

Beneath the giant steel antenna towers on the fifth floor of The Leader Building are the generator plant, the instrument room and the artists' studio. The latter is sound-proof, hung with burlap drapings and heavily carpeted to prevent the vibration from the piano or other musical instrument from interfering with the transmission.

In a small compartment off the instrument room is the three-unit generator plant which supplies the transmitting power for flashing through the air the music and words played, spoken or sung into the instruments.

Inside the instrument room, almost directly under the west antenna tower, is the apparatus which makes possible the wonders of concerts, news, market reports, sport results and other valuable information being heard at a distance of a few city blocks or hundreds of miles away, as the case may be, by the wide-spread audience of radio enthusiasts.

Another important feature of The Leader plant is that it can be equipped with power amplifiers to retransmit conversation from a telephone. Thus the words of a speaker can be flashed abroad at the same instant they are heard by the audience in the auditorium in which they are spoken.

Publishers To Meet in Vernon

Encouraging reports are being received by the officers of the B. C. and Yukon Press Association from publishers in British Columbia and Alberta in connection with the joint convention of the two associations which will be held in Vernon on August 24, 25 and 26. There promises to be a representative attendance from the two sister provinces, and interesting addresses are being arranged.

At this convention there will be a number of joint sessions, as also provision for separate business meetings of the provincial associations for the transaction of the local business of each.

It is also expected that a trip down the lake, as far as Penticton, will be provided, and this will prove of special interest to those particularly who have not previously seen the Okanagan.



R. M. MACLEAN

Advertising Manager of the Howard Smith Paper Mills, Montreal, and President of the Montreal Paper Club.

The Montreal Paper Club was formed originally for the paper salesmen of Montreal, but at the last annual meeting it was decided to admit printers' salesmen, advertising agencies and the large buyers of paper. The club is purely an educational one, and by means of pictures and lectures endeavors to better acquaint the salesmen of paper with the different processes of manufacture, and the uses and abuses of the different grades of paper.

Dollar Day at Kingston

Is the "Dollar Day" idea a success? Ask the Kingston Daily Standard. The Standard has recorded another big success, if the number of advertisers who appeared in the editions immediately preceding July 27 may be taken as an indication. Thirty-six advertisers are noted in the July 25th issue taking part in the business-stirring idea. Kingston merchants are good advertisers. They realize the advantage of using big space when the occasion demands commanding display, so it was no surprise to see the Standard carrying numerous large Dollar Day announcements. Full-pages, half-pages and quarter-pages were the order for the occasion.

A Dollar Day would not be a complete success with the mysterious Miss Dollar missing. So she was very much in evidence. The Standard offered $10 for her capture. Miss Dollar went about town making purchases at Dollar Day stores and the first person to accost her, saying, "Pardon me, but you are the Mysterious Miss Dollar of the Kingston Daily Standard," won the prize.

Paper Mills Amalgamate

Announcement has been made of the completion of the amalgamation of the Lincoln Paper Mills Company, of Merritton, and the Canadian Pulpwood Corporation, with offices at Little Cascapedia, Quebec, and timber limits in the Gaspe district. The new concern will be known as the Lincoln Mills Limited. This amalgamation includes both the Lincoln and the Lybster Mills. The continuous supply of high-grade pulpwood is assured and operations will be carried on as usual in the pulp and paper mills at Merritton.

The lower deck of mediocre success is but little above the hold of failure. Pay the price and travel first-class.

The Canadian

Printer & Publisher

Published on the Twelfth of Each Month.

H. A. NICHOLSON - - - - - - Editor.
H. D. TRESIDDER - - - Business Manager.

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The Times Have Changed

The times have changed. Some comment to this effect was made recently by guests at a meeting of the Toronto Club of Printing House Craftsmen. After sitting for three quarters of an hour listening intently to an explanation of some modern methods of print shop practice, followed by a number of questions and answers, one of the guests congratulated the membership upon the opportunity which was theirs, of having such information freely and gladly given. He went on to recall some of the old days (not very long ago) when anyone wishing to learn something about an intricate piece of work, would have to learn it by stealth. Then, a man's ability was frequently judged by the number of trade secrets which he possessed, and it didn't always matter whether the said secrets were of any value or not. But now-a-days the men who know most about the printing trade join an association, and instead of keeping secrets, have as their slogan "Share your knowledge," so that now a man's ability is judged not by the number of secrets he possesses, but by his ability to produce more and better craftsmen, who in turn will help him to produce more and better work.

The times have changed so greatly that the "Mother of Progress" now broadcasts an invitation to come and see, come and study, come and help yourself to the best information and help that the trade has to offer. This invitation is being sent out at present from the historic city of Boston, where the International Association of Printing House Craftsmen will hold their convention from August 28 to September 2.

It is claimed that much of the wonderful industrial progress of the past century is the result of co-operation, fostered in conventions, trade associations and consolidations of effort to a particular end.

In addition to a convention in Boston, there is being held a Graphic Arts Exposition. Through the co-operation of a large number of manufacturers of every branch of printing office equipment and supplies, every visitor will have an opportunity of personally examining a wonderful range of machines and materials, in actual use. The Exposition will be a regular share-your-knowledge hub for printers from all parts of the continent. The Ontario delegation will be more than fifty strong.

What the delegates will receive from the Exposition will of course depend upon what they look for. That is always the case. The person who looks for trouble is almost sure to be accommodated, the one who looks for a pleasant holiday and excursion can make that much, while those who seek information or inspiration will find a ready and welcome opening to channels that may at other times be closed or inconvenient. A trip to the Graphic Arts Exposition will pay according to desire and ability to receive.

Foreign Competition

Foreign competition, other than that of the United States, has been spoken of for several months in the field of the Canadian printer, but the first plain evidence of the fact to come to our notice is shown in a letter and price list sent to the office of this publication from a printing and publishing house in Budapest, Hungary.

The name of the firm is Tolnai Vilaglapia, which, translated, means Tolnai Worldpaper Limited. It is evidently a large concern and claims to have employed over 600 hands in their printing and binding plants previous to the war.

This foreign printing house in its solicitation for work says it is equipped with the most modern and up-to-date equipment and because of the rate of exchange offers to do printing work for "very small prices."

"We request you to give us trial work, and you may send us the amount for it only after receipt of work and if you be quite satisfied," states the letter.

The price list, given on the back of the letter, offered to print 1000 letterheads, 8 1-2 x 11, for $2.75; envelopes and statements at the same price; 10,000 circulars, 6 x 9, for $18.00; 10,000 four-page folders, 6 x 9, for $40.00. Catalogues and other classes of printing are solicited in the letters and samples are asked for to guarantee the quality of the work.

Canadian buyers of Hungarian printing are likely to be few in number, but Canadian printers would have reason to feel less concerned about foreign competition in general with the Marking Goods Act enforced in respect to imported and lithographed matter. The act would provide a measure of protection to which the Canadian printer and lithographer is entitled.

Fred Goudy Honored

There is one man at least among the present generation of printers whose praises will assuredly be sung by posterity. That is Frederic W. Goudy, of Forest Hills Gardens, New York. Fred Goudy is the most successful of type designers of today. His productions are unique in the annals of typography; they have been accepted by authorities on type designs and are in general use for artistic printing.

It is pleasing to note that the achievements of the printer of Forest Hills Gardens, who is probably entitled to a place in the halls of fame with Caslon and Morris et al, has been fittingly recognized outside of the printing fraternity. At a meeting of the Board of Directors of the American Institute of Architects in Chicago the Allied Arts Gold Medal was bestowed upon Mr. Goudy for meritorious work in the art of typography and devotion to its advancement.

Mr. Goudy has made a close study of the older forms of Roman classic and typographic styles and his types are said to be improved interpretations, not copies, of old Roman letters. His studies have enabled him to restore to Roman Alphabet much of the lost humanistic character.

The type designs which made Mr. Goudy famous are named Goudy, Kennerley, and Forum Title. They were designed at Forest Hills. Mr. Goudy, it may be mentioned, is now employed in the capacity of Art Director of the Lanston Monotype Machine Co.

In conferring the Allied Arts Gold Medal upon the celebrated printer of Forest Hills the American Institute of Architects expressed an appreciation which will be highly commended throughout printerdom.

Home Town Service

As an instance of newspaper "service" in a small community of less than 1,000 population, the Special Reunion Edition of The Norwood (Ont.) Register is an achievement worthy of notice. The entire issue was printed at the local office and included an illustrated supplement picturing some of the leading personages associated with the town, together with views of local interest. The publishers were recompensed for their effort by the sale of extra copies, but their idea was that of the home paper giving service and marking the occasion in a manner previously attempted only in centres of much larger population.

The Official Organ Mistake

With a lack of foresight which indicates an old-fashioned ignorance of the successful relations between a trade paper and the members of the trade it represents, the Timber Industries Council of British Columbia has decided to establish a journal of its own and arrangements have been completed under which the Pacific Coast Lumberman becomes the OFFICIAL ORGAN of the Council.

Apart altogether from the fact that the Pacific Coast Lumberman and the Western Lumberman have, in active competition, been giving the lumber trade of the Pacific a splendid service by maintaining healthy relations with the lumber consuming markets and that the manufacturers have now taken a questionable step in taking over one paper to be continued on competitive terms which can hardly be regarded as fair or equitable, is the conclusion born of experience that official organs defeat the very purposes for which they are conducted.

The well conducted trade paper represents various branches of the trade itself as well as the consuming public upon which that trade is dependent. Unless the relations between manufacturer, wholesaler, retailer and consumer are healthy business stagnates. To maintain such relations problems must be continually faced and solved. Many of them are unpleasant but their solution is the function of the trade paper which is properly serving its field.

The official organ must obviously serve selfishly the interests of the particular branch of the trade which controls it. If owned by manufacturers then wholesalers or retailers will not believe that it serves their interests; if owned by wholesalers or retailers, likewise it is regarded as their man Friday. In no case is the public interest likely to be properly respected. The result is that the official organ is conducted to please the people who are paying for its publication—and they usually pay heavily in the long run—and it is ignored by other sections of the trade with whom there should be co-operation and understanding in the interests of all concerned. Printers' Ink has effectively shown "Why Trade Associations Should Stay out of the Publishing Business," and the following extracts are from articles which recently appeared in that publication:

When an association starts a periodical and goes out in the trade to solicit advertising, it is asking them to support a paper which is not founded on sound publishing principles.

A few associations decide that the independent papers do not "write them up" often enough and start their own publications so as to insure an unlimited flow of puffery.

The circulation is artificial; this circulation is generally maintained by virtue of the subscriber's membership in the association and is kept up regardless of the editorial merit of the paper.

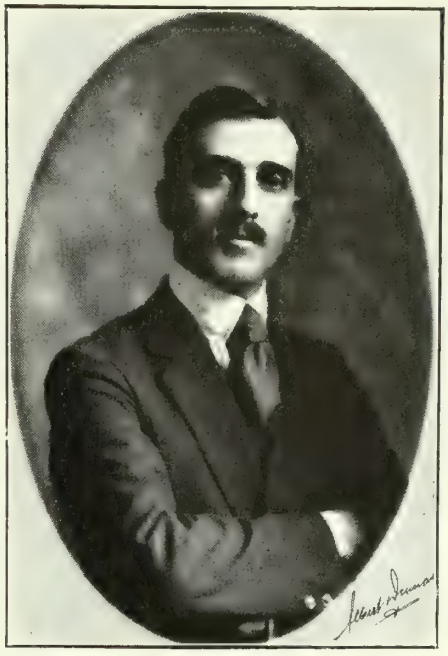
Advertising in such publications is seldom sold on its merits. Seldom will the clever salesman remove the velvet glove from the mailed fist, but the hard iron of the implied threat is nearly always visible to the discerning buyer.

Such publications are of doubtful advertising value because of the difficulty inherent in the proposition of keeping the editorial contents on a par in reader interest with that maintained by a well-edited, independent paper.

When the lumber manufacturers of the Pacific Coast own their own paper they may expect to have their "fur rubbed the right way," but how can they expect that this is going to improve those relations with the dealers which make for good business and mutual advantage? And when they advertise they should appreciate that they are paying to reach other manufacturers rather than the dealers who sell their goods and maintain the all-important connection with the consumer.

The accomplishments in life never were and never will be encompassed by putting off a thing "till to-morrow." To-morrow will never come. To-day is the big factor in our lives. It is always here for the "live" ones. What do you do with your to-days? Stop issuing promissory notes on what you expect to do to-morrow and begin your real accomplishments each "to-day."

Prominent in the Newspaper Field



J. ED. FORTIN

First Vice-President of the Canadian Weekly Newspaper Association

J. Ed. Fortin is the managing-director of L'Eclaireur, Beauceville, Que. In 1908, with his father, J. T. Fortin, he founded this important paper, which is among the foremost weekly newspapers of Canada, having a circulation of 7,000. Besides L'Eclaireur, Mr. Fortin publishes two monthly reviews and historical publications. An extensive business in commercial printing is also carried on at the office of this enterprising publisher.

Mr. Fortin is one of the leading business men of the thriving district of Beauce and has been elected to the highest office in Beauceville, being Mayor of that town. He has also been honored with the post of vice-president of the scolar commission, and was recently elected first vice-president of the Canadian Weekly Newspaper Association.

E. J. Fortin was born in Murray Bay, June 11, 1884. He studied the classics at Levis College and the law at the University Laval, where he obtained his degrees in literature, science and law. While admitted to the practice of law in his native province, he chose journalism for a career and is making an unqualified success of the venture.

Miss Pennell Toured the West

Miss Margaret Pennell, J. J. Gibbons Limited, Toronto, has just completed a business tour of the West, visiting Fort William, Port Arthur, Winnipeg, Regina, Saskatoon, Calgary, Edmonton, Vancouver, Victoria and Prince Rupert. The newspapers of these cities all report good progress toward prosperous conditions in the past year, stated Miss Pennell to Printer and Publisher, the papers of the prairie provinces being particularly optimistic concerning crop conditions.

During Miss Pennell's stay in Vancouver the city was enveloped in smoke from the forest fires. British Columbia has been suffering from drought and forest fires have been ravaging in several parts.

The wheat belts of the prairies too suffered from drought for a period, but an abundance of rain came in time to encourage prospects for good crops, stated Miss Pennell.

TYPOTHETAE ACTIVITIES

Group Insurance

THE Toronto Typothetae Group Insurance Section is now in operation, and although it is starting with a small number of members, the principles are right, the advantages are evident, and it should only be a question of time before the majority of the membership are placing their insurance through this section. Of course a number of firms had already insured their employees some time previous to the formation of the Insurance Section and cannot alter their action until after the expiration of the policies. Others have not yet decided and apparently are waiting until the plan of operation of the Section has proved successful.

Until a certain percentage of the membership, set by the Insurance Company, join the section, the following rates are applicable.

To those firms with 50 employees or more:

Average Age	Yearly Premium
30	$6.43
35	6.76
40	7.85

To those with less than 50 employees:

Average Age	Yearly Premium
30	$8.18
35	8.51
40	9.60

When a sufficient number of members are obtained the group rates given to firms with over fifty employees will be applicable to the entire Section, both large and small firms being placed on the same basis.

The office staff, salesmen, etc., are also eligible for Group Insurance.

It was decided at the last meeting of the Section that the amount of increase for each policy be $100 per year for the first ten years, and that at the end of ten years of service the amount be increased by $200.00 yearly until the maximum of $3,000 had been reached. Where the service of an employee has already extended over a number of years, the date of policy may be made retro-active if the employer so desires. Premiums to be paid quarterly, half-yearly, or yearly in advance as convenient.

The By-Laws adopted by the Group Insurance Section are given below.

Object—The object of this Section shall be to pool employees for the purpose of Group Insurance only.

Name—The name of this organization shall be the Toronto Typothetae Group Insurance Section.

Membership—Any member of the Toronto Typothetae in good standing may become a member of this Section by signing these by-laws.

Officers—Each six months a chairman and vice-chairman shall be elected.

The Secretary-Treasurer shall be elected or appointed at the same time.

Quorum—Three fifths of the membership shall constitute a quorum for transaction of business.

Meetings—A meeting may be called at any time upon two days' notice by the Chairman or Vice-Chairman and must be called by the chairman or vice-chairman at the request of any two members.

All members agree to pay their premiums in advance, either quarterly, half-yearly or yearly as the Section may arrange with the Insurance Company.

That each member agrees to insure employees for $500, with an increase per year to be decided upon for continuous service until the maximum has been reached, but any employee may pay for additional insurance.

No new employees to be insured until said employee has been with the member three months, at which time the member will apply for a policy covering said new employee.

All policies to provide for payment of its face value in the event of death at any age, time or place or for any cause whatsoever.

All policies to provide, in case of total and permanent disability occurring before the age of sixty as the result of disease or accident, that the full face value of the policy will be paid to disabled employee then instead of at death.

Any member failing to pay his assessment within one week following receipt of notice shall immediately cease to be a member and the policies in force on that member's employees shall be cancelled, unless otherwise arranged.

Amendments may be made to these by-laws by a favorable vote of three-fourths of the members present at any meeting of the Section.

The Sales Tax

The July issue of the Toronto Typothetae Bulletin contained the following information regarding the Sales Tax ruling, based on information furnished by the Department of Customs and Excise, Ottawa. To wit:

All printers with annual sales of over $10,000 (based on the year 1921), are required to collect a 4½ per cent. tax on all sales to retailers or consumers, and 2¼ per cent. on all sales to a wholesaler or manufacturer who will resell.

There are three exceptions:

(1) Where the material (paper) is supplied by the customer, in which case, there is no tax—the intention of the Act not being to charge tax on labor (ink is incidental and not considered material).

(2) Art work, if segregated from engravings, is not taxable either from the Studio or engraver to the printer, or the printer to his customer.

(3) A printer when doing work for another printer (with a Sales Tax License) and supplying material, must collect tax of 2¼ per cent.

It is necessary that the tax charge shall appear as a separate item on the invoice.

Paper jobbers selling paper to printers with turnover exceeding ten thousand dollars, must charge Sales Tax of 2¼ per cent. Paper jobbers selling paper to printer with turnover not exceeding ten thousand dollars Sales Tax of 4¼ per cent. applies. Job printers with turnover of ten thousand dollars or less are not entitled to a Sales Tax license.

Cost Diplomas Received at Winnipeg

Fourteen members of the Cost Finding Class which was conducted by the Winnipeg Typothetae during the winter months have received their certificates from the U.T.A. Educational Committee.

Plans are now under way for conducting an Estimating Course for members of the Winnipeg Typothetae. The U.T.A. Estimating Course will be used. The study of the Standard Guide will undoubtedly be in conjunction with the Estimating Class.

Cost Finding Certificates awarded to four firms. The American Printers Cost Commission has awarded Cost Finding Certificates to four firms in Winnipeg, namely, Blanchard Stationery Co., West Canada Publishing Co., The Richardson Systems, and Willson Stationery Co.

The Credit Bureau of the Winnipeg Typothetae reports that the number of buyers listed now totals 3,542. All together 5,373 accounts have been turned in by twenty-four members. Twenty-five accounts have been handed in for collection.

Long Price List For Winnipeg

As the result of negotiations between the Long Price List Committee of the Winnipeg Typothetae and the Paper Jobbers of Winnipeg, which have been carried on over a considerable period, the Paper Jobbers at a meeting held on July 6th agreed to issue the Retail Price on all paper stock and envelopes. The list will be issued on September 1st, which will coincide with the date of issue in Toronto and Montreal.

McKay Finishes Work in 'Peg

U. T. A. District Secretary W. L. McKay, who has been installing a credit and collection bureau for the Winnipeg Typothetae, left Winnipeg on Saturday July 15th for Montreal and Quebec. The credit bureau is practically complete. To date twenty-four members have sent in lists of customers and prospects are good for at least ten more lists. The credit files contain 3483 cards representing 5275 printing accounts. Twenty-four delinquent accounts have been turned in to the collection bureau for collection.

Already much valuable credit information has been given out to the Typothetae membership and Mr. McKay expressed himself well pleased with the results shown.

The composite statement of costs and production for the month of May was issued July 1st. The figures were furnished by 19 firms operating the Standard Cost Finding System.

Winnipeg Typothetae Notes

The regular monthly meetings of the Winnipeg Typothetae for the months of July and August have been called off. The next regular meeting will be held on September 12th. Any gatherings for the summer months will be in the form of picnics or luncheons.

The U.T.A. Educational film "Romance of Paper" and "The Sick Print Shop" will be shown at the Kelvin Technical School Auditorium on Tuesday, August 8th. The guests of the evening will be the country newspaper publishers who will be in the city at that time attending the Short Course and Conference for Publishers which will be held at the Manitoba Agricultural College August 8-11.

The printing business has been very quiet in Winnipeg for some months. However with a good grain crop in view, a business revival is confidently expected in the fall.

The Composite Statement of Cost and Production for the month of June, 1922, has just been issued by the Winnipeg Typothetae. A seven months' average is shown for both costs and production which is found very valuable for comparison.

Spring Number Of The Studio

We have received for review the Special Spring Number of the "Studio," published by The Studio Limited, of Leicester Square, London, England. In it are featured "drawings in pen and pencil from Durer's day to ours." It is admirably prefaced with notes and appreciations from the able pen of Mr. George Sheringham, who makes a timely appeal for broader sympathies to artists and art lovers. He rightly condemns "the childish habit of awarding the palm of greatness to one man's work by the simple expedient of simultaneously condemning someone else's; the world of art—like the Kingdom of Heaven—has many mansions.

Uniformity in art would be as uninteresting as in architecture, therefore dissimilarity of treatment should never infer lack of ability; on the contrary, all really great men have refused to subordinate their ideals to "popular" demand. It is deplorably true that "in the struggle for recognition none are more unscrupulous and narrow than the artists themselves." Mr. Sheringham asserts that "it is easier for a camel to go through the eye of a needle than for an artist to be a just critic of his contemporaries." Evidently we must excuse the present day insincere rivalries when we read that Michelangelo held Leonardo in profound contempt.

Space precludes "covering" this splendid issue as it deserves. Great care has been shown in making it truly representative of the best in black and white. The onerous task of elimination must have an ever present poem from an anthology, so we note the absence of many worthy names, which, may we hope, are reserved for some equally interesting future number of the "Studio."

Advertising Agency Changes

E. H. Hartley Smith has joined the executive staff of the Advertising Service Company, Toronto. Mr. Smith is prominently known in advertising circles, having been responsible for some of Canada's most outstanding advertising successes. After several years of newspaper experience, he spent four years overseas. Since his return he has held an executive position with the Baker Advertising Agency.

An announcement of interest to the Canadian publishing and advertising field has just been made by the James Fisher Company, advertising agents, who state that George M. Bertram has become associated with their organization as a shareholder and a chief executive.

Mr. Bertram is well-known to Canadian publishers and advertisers, having had a wide experience in this field. He is a son of the late George H. Bertram, at one time member of the House of Commons for Centre Toronto, and is a graduate of Toronto University.

Chester F. Craigie, who recently resigned as president and director of Dominion Advertisers, Limited, Montreal, has accepted appointment as manager of Consolidated Advertising Service, with headquarters in Toronto and branch offices in Montreal. He enters upon his new duties at once.

Mr. Craigie is a former newspaper man and was at one time telegraph editor of the Rochester Herald and city editor of the Rochester Post Express.

W. J. Baxter, until recently in charge of the advertising department of the Ford Motor Company of Canada, has joined the advertising firm of McConnell & Ferguson, Limited, and will be located at its London office.

Mr. Baxter, who was born in Windsor, left the city editorship of the then Windsor Record in the fall of 1914 to go overseas with the 18th Battalion, C.E.F. On demobilization he became secretary of the Essex Border Utilities Commission, which position he held until his resignation to join the Ford Company of Canada.

F. W. Hunt, who has been advertising manager for the Massey-Harris Co, for the past 16 years, has opened an office at 33 Richmond St. W. Toronto, as an advertising counsel. Mr. Hunt has had a very wide and varied business experience extending over 30 years, in addition to his long and thorough acquaintance with all forms of advertising. He is very popularly known in advertising circles in both Canada and the United States, being vice-president of the Toronto Advertising Club, a director of the Association of Canadian Advertisers, and vice-president of the Direct Mail Advertising Association, an international organization with headquarters in Detroit.

Printers on Strike in England

A London dispatch states that the printers' strike continues and many old established weekly newspapers failed to appear according to schedule for the first time in their history. The Lancashire county council and other public bodies have had to issue their reports in duplicated typescript. The big newspapers in London and Manchester have not reduced wages and they are increasing their circulations at the expense of the smaller provincial dailies whose publication has been stopped. Seeing their mutual danger from this competition, local proprietors and printers are agreeing on a resumption of work at existing wages with the provision that the terms of settlement eventually accepted nationally shall be made retroactive.

Canadian to Handle U. T. A. Display

The United Typothetae of America exhibit, which will be displayed at the second Graphic Arts Exposition in Boston, will be in charge of Vice-President Acton, who has recently been appointed chairman of that committee. The U.T.A. plans to have a large and comprehensive display, which will show clearly the educational features and other advantages of the national association.

The Practical Cost System for Printing Offices

By R. T. PORTE

V.—The Finishing Touches

The Finishing Touches: Having completed the foundation and superstructure, we are ready for the roof or capstone, and this consists of the Record of Chargeable and Non-Chargeable hours for one month. This is a summing up of the time, and is necessary before anything can be done to ascertain the cost of labor-hours. This procedure is very simple.

Record of Chargeable and Non-Chargeable Hours

Date	Office	Machine Comp.		Hand Composition		Cylinder Press		Job Press				Bindery	
		Chargeable	Non-Chargeable	Chargeable	Non-Chargeable	Chargeable	Non-Chargeable	Chargeable	Non-Chargeable	Chargeable	Non-Chargeable	Chargeable	Non-Chargeable
1	6 –			3 3	12 5			3 5				1 –	
2	Sunday												
3	8 3			3 2	9 2			1 8				3 7	
4	8 7			9 8	3 2			4 –	3				
5	4 2			14 5		1 5	5					8 –	
6	8 8			1 5	12 –			2 –	2			2 3	
7	11 3			2 7	8 –	1 –	5	1 3	5				
8	8 2			4 –	7 –			5 3	5			1 5	
9	Sunday												
10	8 7			4 3	11 8			1 2					
11	7 5			11 3				3 2	5			3 7	
12	3 8			16 5		1 5						8 7	
13	7 7			3 –	13 3			1 7					
14	8 7			6 5	4 5			2 3	5			3 –	
15	6 5			2 –	3 5	1 –	7	2 5	7			2 8	
16	Sunday												
17	8 –			6 –	10 5			1 –	3			1 2	
18	6 8			9 7	3 –			4 5	5			5	
19	4 –			15 8		1 5						8 7	
20	8 7			2 5	9 –			3 –	5			1 8	
21	6 5			6 –	8 3	2 2		2 3				7	
22	7 –			2 3	7 8		5	4 5	4				
23	Sunday												
24	7 5			5 4	10 –							4 1	
25	8 3			13 5	2 –			1 2	5			1 3	
26	4 –			17 3		1 5						8 5	
27	8 7			1 3	14 2							1 3	
28	8 –			5 –	7 7	1 8	6	4 3	5			1 –	
29	Holiday												
30	Sunday												
31	4 –			7 5	11 8			5 –	5			4 5	
Total	174 9			174 9	169 3	12 –	2 8	54 6	6 4			68 3	

NUMBER EIGHT

Record of Chargeable And Non-chargeable Hours: This record, for each month, occupies two pages in the Summary Book. Notice that there is a line for each day of the month. Across the top of the page are headings for the various department columns and each column has two spaces, one for the chargeable and one for the non-chargeable hours. Illustration, cuts numbers 8 and 9.

Note—The blank heading following the "Job Press" can be used for a second classification of jobbers or cylinders. In case your plant has more departments than this record will accommodate we can furnish you with larger forms for this purpose.

Each day the daily time tickets are extended and the time in each department totaled. The totals for each department collated from all the time tickets for the day, are then added up and the total time in each of the different departments is then entered on the line numbered for that day in the Record of Chargeable and Non-chargeable hours under the proper department heading. Be sure that the chargeable and non-chargeable time is kept separate and is entered in the proper column. There is but one column for office time as this is non-chargeable.

When all the time for the day has been properly entered on this Record, cross-add the time, both chargeable and non-chargeable, and enter the amount in the "Total Hours" column. If the figuring has been done correctly this total will equal the total time for the day of all shop employees, as shown on the daily time tickets. If it does not equal this time the work should be gone over for errors until these two totals agree. The date line on which Sundays or holidays fall will be skipped, unless work is done on these days. At the end of the month, the entire time is added up in both chargeable and non-chargeable columns. Then cross-add the totals of the departmental columns which should equal the amount of the

"Total Hours" column. If it does, the work is correct; if it does not the error should be found and corrected. Cuts numbers 8 and 9.

Having ascertained the time consumed in each department for a month, you are now ready to finish the building, and know your costs of production in your own plant. For this we have a blank called Summary of Cost and Profit and Loss, and we will take this up item by item, and explain each fully, as we have in all the rest.

(To be continued)

Month of May-1920

Bindery		Stock Handling		Total Hours	
Chargeable	Non-Chargeable	Chargeable	Non-Chargeable	All Departments	
		7		27	—
		5	5	27	2
		1 —		27	—
		3		29	—
		2		27	—
		7	1 —	27	—
		5		27	—
		8		26	3
		8		27	—
		4		31	3
		3		26	—
		5	4	26	4
		7	1.5	21	9
		2	4	27	6
		6		25	6
		5		30	5
		3	6	26	4
		1 —		27	—
		4		22	9
				27	—
		2		27	—
		4		31	7
				25	5
		5		29	4
		9		34	2
		12 3	4 4	684	9

Pay Roll Summary

NAMES (Include only persons who use Daily Time Reports — No others)	Total Wages for Month
L. O. Anderson (Prop)	150 00
Richard Peterson	150 00
Mamie Anderson	90 00
Total	390 00
Total Hours, all Departments	685
Cost per Hour, all Hours	

RECAPITULATION — Use total Hours, both Chargeable and Non-Chargeable for all Departments

Departments	No. Hrs.	Cost per Hour	Total Labor Cost
Office	180		102 47
Machine Composition			
Hand Composition	344		195 87
Cylinder Press	15		8 54
Job Press	61		34 73
Bindery	68		38 71
Bindery			
Stock Handling	17		9 68
Total (Must equal total pay roll as above)	685		390 00

NOTE:—The above is to be used only where employees who use Time Reports work in all departments. If employees work in separate departments, without interchanging work, their salaries should be charged direct to their department. The salaries of all others not using Time Reports should be put on line "General Office Salaries" as an office expense.

NUMBER NINE

Paper Manufacturer Elected to High Office

John R. Shaw, vice-president and general manager of Canada Furniture, Woodstock, Ont., has been elected president of the Canadian Manufacturers' Association for the coming year.

C. Howard Smith, president of the Howard Smith Paper Mills, Montreal, has been elected first vice-president, while Henry Bertram, secretary-treasurer of John Bertram & Sons, Dundas, Ont., has been appointed second vice-president.

Other officers elected are as follows: Thomas Roden, Toronto, Ont., (re-elected), treasurer; John D. Palmer, Fredericton, chairman executive committee; Joseph Picard, Quebec, chairman tariff committee; W. S. Campbell, Toronto, chairman transportation committee; Arthur Hewitt, Toronto, chairman membership committee; J.C. McFarlane, Toronto, chairman legislation committee; W.C. Coulter, Toronto, chairman industrial relations committee; W H. Miner, Granby, P. Q., chairman education committee; L. L. McMurray, Toronto, chairman commercial intelligence committee; J. F. M. Stewart, Toronto, chairman publishing committee.

Buy Up Output of Foreign Mills

The entire Swedish, Finnish and Norwegian paper output, the newspapers of Stockholm announce, will be sold to America. Most of the big paper mills have signed an agreement to export through a projected American syndicate headed by one of the officials of the Canadian Export Paper Company.

Would Tax Imported Publications

An important resolution was passed at the recent annual meeting of the Canadian Manufacturers' Association in regard to imported magazines, periodicals, journals and similar publications. The resolution urges the Dominion Government to impose a tax to curtail the flood of foreign publications, which are a detriment to the growth of Canadian production. The resolution follows:

Whereas it is of the utmost importance that national magazines, periodicals and similar journals should be encouraged in Canada, and

Whereas this is almost impossible owing to the dumping of foreign publications into Canada, and

Whereas many of these publications, far from being educational, are undesirable in character, and

Whereas many others contain so much advertising that they are practically catalogues,

Therefore be it resolved that the Canadian Manufacturers' Association in Annual Meeting assembled at St. Andrews, N.B., on June 23rd, 1922, respectfully urge the Dominion Government to impose a tax on such imported publications.

Life is a constant battle with Time. The old gentleman with the scythe never tires. He's an opponent whose endurance never weakens. If we are to even approach success, we can't lose sight of the minutes, for Father Time is a fast worker.

PROOFROOM PAGE

By JOHN DRIMMY

AN ERROR frequently committed by inexperienced writers is one covered by a correspondent who writes: "Will you please tell me what is wrong with the following sentence:—

"*Discussing the question with a member of the committee recently he pointed out..* "I know in what way it is wrong, but would like to know what grammatical rule is violated."

This is the case of a wrongly attached participle. The unattached or wrongly attached participle is a common blunder with careless writers. The participle must be attached to a noun in the same sentence as itself and not to one in another sentence; care must also be taken to see that it is attached to the correct noun. In this case it is attached to *he*, that is, a member of the committee, which would make the meaning absurd. It clearly can refer only to the person speaking. What he intended to say was: *While I was discussing....* Had the sentence been

Discussing the question.....I asked him whether..... it would have been correct as the participle is here attached to *I*, which is what was intended.

The error occurs so frequently and in so many forms that it is worth while giving a few more examples.

"*Having read* the correspondence on the subject your readers may be interested to know....." This evidently means: "Having read the correspondence....*I* think your readers....." As it stands it means: "Your readers having read....." which is not what is meant.

"*Having been accustomed* all my life to correct speaking, it comes naturally to me." Here the participle is attached to it, whereas it is intended to refer to the speaker. A correct form of the sentence would therefore be:

"*Having been accustomed.....I* find it comes....."

In this and in the following instance the error is not so apparent but it is none the less real:

"*Sitting* at the end of the car, the vibration was very annoying."

This sentence makes the vibration sit at the end of the car. A correct form would be:

"Sitting at the end of the car I found the vibration very annoying."

In the two following cases the participle is unattached:

"While *recognizing* the legality of his claim, its moral aspect is not pleasing."

"While *hesitating* to fully grant his demands, it must be admitted that....."

To make these sentences correct we might insert *I feel* before *its moral aspect* and replace *it must be admitted* by *we must admit*. The participles are then no longer unattached.

"*Referring* to your letter of the 3rd. inst., you state that." This should be: "Referring to your letter....I see you state that....."

All the above sentences are incorrect grammatically and a proofreader is justified in correcting them if he feels so inclined, though he could hardly be blamed for not doing so.

Inasmuch and In so Far

Query—Which is correct, *in as much or inasmuch?*

Answer—Inasmuch is always written as one word in Britain. On this continent however it is frequently written as three words. The British form is preferable.

The word itself is one frequently used when *since* or *because* would be better. It has come to be used for these two words instead of in its original meaning which is illustrated in the following sentence:—

I only agreed to pay inasmuch as I was able to check the amount of goods received.

That is, I would only pay for those goods which I checked and for no others. But in a sentence such as

I agreed to pay inasmuch as the goods had been delivered, since or because would be better. Owing to the change from its original meaning, most writers who wish to convey the meaning referred to in the first sentence now prefer to use *in so far* (three separate words is the correct form in this case, instead of *inasmuch.*

Query—Is it correct to say, *I am very pleased.*

Answer—It is not considered correct by good writers, although it is frequently met with. The adverb *very* is used in connection with an adjective or a participle used adjectively as *a very pleasing appearance* but not in connection with a participle used predicatively, that is when the word expresses what is said of the subject. Thus we should not say *I was very beaten* or *very pleased* but *I was very badly beaten* or *very much pleased.*

Webster gives a quotation from Southey "He had been *very exposed* to weather," but an isolated instance is not sufficient to justify a practice which is considered bad by all good writers.

Cead Mile Failte Nomhat is the full and correct form of the Irish expression of which a reader asks the meaning. It means, *A hundred thousand welcomes before thee.*

———

I have received the following comment upon my remarks with reference to the use of slang in the June issue:—

"Your condemnation of the employment of slang may be right from a literary viewpoint, but do you not think the use of colloquial language is likely to give a newspaper article more force and make it appeal more to the ordinary man, if that is the language he is accustomed to use? I think many working men would be more likely to read an article addressed to them in their own style of language than if it were written in language far above them and containing many words, the meaning of which they perhaps might not know."

My correspondent has evidently misunderstood my ideas on the subject. Though speaking against the use of slang, I was by no means advocating the use of grandiloquent language or flowery expressions. The simplest language you can use is the best, provided that it exactly expresses what you wish to say. An article which contained such expressions as "the olfactory organ" for "the nose," or "domiciliary edifice" for "house," would, I consider, be far more objectionable than one containing a few colloquialisms.

This reminds me of the doctor who was giving evidence in a case of assault, when the following conversation occurred:

Counsel: Will you tell us, Doctor, what was the plaintiff's condition when you were called to him?

Doctor: He was suffering from an extravasation of blood which had coagulated in the surrounding tissues under the cuticle owing to a violent rupture of the vessels just below the left orbit.

Counsel: Ah! I suppose you mean he had a black eye?

Doctor: Exactly.

Now, I would under no circumstances advocate the use of language of this kind, but if I were writing an article for mechanics and I were to tell them I had seen an excellent device for doing a certain piece of work, I believe they would form a higher opinion of the paper than if I were to say I had come across "a mighty fine stunt" and they would understand what I wished to say equally as well.

———

With reference to my remarks in the June issue on the use of the word chiefest, C. H. H. calls my attention to several places in the Bible in which it is used. This, however, is no proof that the word is one which can be correctly used at the present day. The Bible and Shakespeare contain many words and forms of speech which are now obsolete. "This is the most unkindest cut of all" is a well known Shakespeare quotation, but it would not serve to make the use of a double superlative correct at the present day.

LAY-OUT AND DESIGN IN PRINTING

I.—Purpose and Fitness

By Harry L. Gage, Assistant Director of Linotype Typography, Canadian Linotype Limited

CONTRARY to popular belief, there are no hard and fast rules in Art. The successful craftsman or artist is he who knows all rules, and yet can skilfully break them. The student of design is often inclined to adhere too closely to each newly observed principle, but he will gain by it in the end because his conception of his problem thus grows, item by item, until his work finally becomes a well-rounded embodiment of all the traditions. Because of this, basic principles will be emphasized here, but rigid rules and hard and fast formulae will not be given.

These elements of design enter not only into the arrangement of printing but into every problem of construction or arrangement. Thus, the problem of layout in design and printing gives us a common ground with the workers in all of the fine and useful arts. In the printed page, design is concerned with the arrangement of typographic elements (type masses, borders, headbands, illustrations) as parts of a pattern on a flat surface—the face of the printed sheet of paper. Hence, design in printing considers two dimensions only: width and height. The third dimension, depth, or thickness,



FIGURE 1
The Photograph Shows Depth or Distance.



FIGURE 2
Figure 1, Made Into a Flat Design

There can be no true utility without beauty. This axiom is the basis of civilization. Hence, all manufactured products for the use of mankind must be not only useful but also pleasing to the eye. If an article be pleasing in appearance, its making will have involved some of the elements of design. Design governs the arrangement of dots, lines, and masses, to secure the qualities of beauty and of fitness to purpose.

Any piece of work which is so planned is called (in the abstract) "a design." Thus, we may speak of a printed page, a complete book, a piece of furniture, or a building, as a design. The relationship of its various parts, the lines of its construction, its color, and the manner in which it is decorated depend first upon its purpose, but are guided by certain almost universally recognized traditions which we call *the principles of design.*

Fitness of purpose in the printed page is, in part, a mechanical problem. Beauty depends upon those qualities which appeal to the eye, and mind, through the consideration of: *Harmony (of shape, tone, and color); Proportion; Balance; Opposition of elements; Ornamentation and Decoration.*

which must be considered in the design of all but flat surfaces, can only be suggested on the printed page. The means of showing depth is really an illusion by which the eye sees various tones printed upon the page, which convey a pictorial impression by means of light and shade.

It is important to note that *pictorial representation* and *decoration* serve each a different purpose in printing. Because the mechanical means for producing either is the same (a printing surface), confusion sometimes exists as to their use. The pictorial is used as an illustration for the text, or for its own interest. Decoration, or ornament, may be used to beautify the page, as a pattern on its flat surface, and may be related to the text, but very rarely serves as an illustration to express its thought.

Figure 4 is a section of a decorative headband designed for use with the Benedictine type series. The leaves, stems, and flowers of which it is designed are arranged as a flat pattern. These same leaves, etc., have been drawn as a picture in Figure 3. This picture not only shows the form of the natural objects but it suggests depth, or thickness, through the illusion

of light and shade. A photograph of these same forms, reproduced, would be still more realistic. The flat treatment of Figure 4 depends for its interest upon the arrangement of masses of black and white, and the graceful flow of line throughout the surface. It is purely decorative.

Figure 1 is reproduced from a photograph which might be used as an illustration.

Figure 2 has been redrawn from this photograph as a design, an arrangement of flat masses which lies flat upon the surface of the paper, and yet tells the story conveyed by the photograph.



FIGURE 3. Natural Source of Figure 4



FIGURE 4. Section of a Flat Decoration

The accompanying illustrations are given as a warning against the use of pictures, however pleasing, as decorative material. The same masses of shadow and light which express roundness or depth in a photograph or other picture, may be arranged into decorative flat masses, and thus be embodied in the design of a page. The page of type and decoration must appear flat upon the surface of the paper.

Unfortunately, much of the so-called "decorative" material heretofore supplied to printers has been merely pictorial in its representation of natural forms. One of the most useful characteristics of a good, modern, typographical equipment, lies in the studied decorative quality of the ornaments which are a part of the system. Derived from architectural bands and from natural leaves and flowers, each border or ornament has been reduced to pure decoration.

When the decorative arts of any nation or period lapse into the mere reproduction of natural forms, they decline into mediocrity. Typographic design in America has just emerged from such a period, and it is the understanding of these fundamentals that is helping to accomplish the re-birth of typography.

Colour Harmonies

The laws which govern the harmony of colour are by no means complex, and once clearly understood practical application should be easy.

Remember that the three primary colours, in varying proportions, will produce the vast range of hues which are now known to the artistic and industrial world.

Any two of these primaries mixed together will give a secondary colour, and in this way violet, green and orange are obtained. And now we reach the point at which complementary harmonies are evolved. Harmonies of contrast, they are between a primary and secondary colour, for each of the three secondary colours already indicated will harmonize perfectly with that primary which does not enter into its composition.

Take, for example, green, obtained by a mixture of blue and yellow. It harmonizes with red—i.e., the colour which does not enter into its composition. The rule is quite easy to remember and apply for workaday use.

Further, note that the secondary colours also have their harmonies of contrast, produced in exactly the same way, and even the secondary and tertiary colours can be thus combined. One feature of this last combination is well worth noting, and that is the production of subdued and softer effects —more delicate hues, which are usually described as broken colours. It may require a trained eye fully to appreciate the beauty and richness of these broken colours, but they are infinitely more pleasing than the brighter and more violent combinations.

As opposed to the harmonious contrasts just referred to, which we might reasonably regard as perfect, we have the contrasts produced by a combination of the primary colours.

These are at their best only tolerable and frequently discordant. Their juxtaposition invariably affects the brightness of the colours involved, and the results are not pleasing.

Then there is another form of discord, which is perhaps more a distraction than any actual contrast of colours. It is based upon the principle that too many forces of attraction become confusing to the eye.

If, as is frequently done, we break up our job for colours in such a manner that the colours alternate over the entire page, the effect upon the eye is far from satisfactory. The arrangement of the colour on the page should be as carefully considered as the arrangement of the type.

Just as a few groups or masses of type tend to simplify the type design, so will a small number of spots of the brighter colour simplify the colour arrangement. The idea is that the darkest colours of any combination should be arranged in masses, with the bright colour appearing only in spots.

We recall one writer speaking of "the proper grading and subordination of a great number of strong and brilliant tones, that will fall upon the optic nerve with one consonant impulse, starting from one principal point in the picture without meeting with any other colour projection equal to that which excited the attention at first. In other words, one point must be selected which should receive the full power of expression in light and shade, together with the maximum force which two colours are capable of expressing. Then all other mixtures can follow, as long as they won't mar or interfere with the dominant key of the colour composition presented."

In the lower left-hand corner of a sales organ are the words: "Referred to." Under this follows:

Mr.....
Mr.....
Mr.....
Mr.....

The impulse of the man who receives the house organ, after he has read it, is to fill in the lines with the names of other men in his concern, something he perhaps would not do if the suggestion were not before him.

This means an increased secondary circulation and more inquiries.

"Put and take" isn't always a gamble. It's sometimes a sure thing. When you put more effort into your business you'll take more profit out of it.

THE PAPER BOX INDUSTRY

Factory and Office Co-operation

A Vital Necessity for the Promotion of Efficiency in the Paper Box Factory

Address by F. A. Fielder, Toronto, at Convention of Canadian Paper Box Manufacturers' Association at Montreal

IT IS not too much to say that the manufacturer who understands how to promote factory efficiency holds in his hands the solution of many problems common throughout the industry, and to one in particular that is so prevalent to-day—that of foolish competition.

Low costs of production are entirely dependent upon efficiency and I believe if the subject of this paper had been "The Promotion of Cost Production," instead of "Efficiency," we would be getting closer to our real problems, that being the main prop of efficiency.

Efficiency, service, scientific management and other high sounding terms, which have come into the business language of the country, are now more or less hackneyed, but the problem of keeping costs down is still with us—always vitally interesting and a **real** problem that is facing us every day.

Paper boxes, in common with many other commodities, have come down in price—often more than is justified and our great need is to get costs down to conform to these reductions and to even offer further savings to our customers where possible.

Too often the only method of cutting down costs, discernible to many employers, is wage reduction. But there is a difference between reducing wages and reducing wage costs and there are more intelligent ways of bringing this about than by cutting the money paid to employees. Flat reductions are nearly always unfair because they apply to all employees alike and take no account of individual merit. Such a system, instead of encouraging ability and greater productiveness which is the best method of reducing wage cost, puts the good, bad and indifferent all on one plane, and discourages increased efforts on the part of the individual.

Vital Necessity of Co-operation

I would like to emphasize the vital necessity of close co-operation between the factory and the office. Too often the manager—crowded with detail—cannot devote the time necessary to this, until something is forcibly brought to his attention. The result is that the superintendent has to answer for some delinquency which should never be allowed to go unnoticed, and he usually receives harsh, destructive criticism instead of constructive and helpful advice, tending to undermine the good feeling and loyalty which should exist between the executives of all organizations.

To illustrate—our insurance man related an incident about a concern with whom he does business. This manufacturer was showing him through his factory, and when the insurance man remarked about the general untidiness and lack of cleanliness, the factory man was called into the office, and after a stiff calling down was given two days in which to straighten up. This was wrong and undoubtedly created much ill-feeling. It is all right to say I pay my superintendent to look after these things, but when you take the credit for clean, orderly conditions, why not shoulder some of the responsibility?

An important item in box factory economy is tidiness and neatness. Nothing should be permitted to be on the floor except the very necessary things that are needed for operators to work with. Insist on every article being kept on the shelves.

In our factory we have aisles railed off wide enough to run loaded trucks through. Departments are also railed off enabling us to keep work neatly piled and easy to locate. Each girl has a railed off space in which to pile her work and we never have tumbling piles of boxes and material damage through collisions with trucks. Another manufacturer who almost ridiculed the idea when we started it became very pressed for space. He decided to try out our idea, and after a short time, said, "It has actually increased our space at least 15% and has eliminated a lot of our shortages formerly caused through boxes being damaged in process."

In one factory girls scrub every week around their machines, and tables and cupboard have been provided for every three or four machines. The glue mixing room is generally one dirty spot but in this factory attention is given to the arrangements by having galvanized trays under all mixers and barrels. They have their window sills all slope at an angle of 45 degrees so that they do not collect dirt and odds and ends. This is just a thought that tends to tidiness and shows a few possibilities in respect to this important subject.

Delivery When Promised

A manager should be able to know at all times how promises of delivery are being kept and he will be enabled to follow the job through and to see that it is ready for delivery when promised only if he has a proper system



A FEATURE OF THE CONVENTION OF CANADIAN PAPER BOX MANUFACTURERS' ASSOCIATION AT MONTREAL WAS "THE GLUE POT," THE CONVENTION PUBLICATION, THE CARTOON ABOVE APPEARING ON THE FRONT COVER. F. A. FIELDER AND F. W. FISHER WERE GREATLY RESPONSIBLE FOR THE SUCCESS OF THIS SPARKLING 20-PAGE ISSUE.

by which orders are followed through. By keeping promises and seeing that the boxes are made according to records you will help your salesmen to retain business—not by low prices—but because customers like doing business with a house where things run smoothly and on time.

Keeping promises may be a bugbear and cause no end of worry and friction unless you have the proper system. Here is how one factory handles this situation. The phone girl gets the promise from the party who makes it and immediately enters it on an ordinary pad. She then types all the day's promises and a special form printed on 4 colors of paper, each color for a different department. The forms have the days of week printed thereon, and the exact time of promise is typed under the proper day. Each department receives a copy and they know when the order must be completed. This saves the time and nerves of the busy superintendent and keeps him in the factory instead of in the office. Further, you are giving him some real tangible assistance and help him to keep the factory running without friction over unfilled promises.

Efficiency in the factory starts from the office. The methods employed there are a direct and reliable reflection of the kind of management in charge. A matter of great assistance in securing efficiency in the factory is that of having a well laid out factory order form. Every detail necessary to the making of the order should be typed on. We do not mean a form so elaborate that everything from the kind of adhesive to use to the final disposition of the offcuts is arranged for, but give the information so that if you never saw your factory help the information on the order would enable them to make the order the way you want it without leaving the slightest doubt in their minds as to whether that was what was required. Too often the information given is very meagre and consists of "see me when you are ready to run" or "make as last" or "see sample." Make the order tell everything.

Make It Plain!

One expert in industrial organization declares that it should be as uncommon for an employee in any concern to be in doubt as to the person in authority over him as for a child to deny the parentage of his father. No executive that is earnest in its desire for maximum operating efficiency can afford to conduct its affairs without the aid of a good understanding on this. This understanding eliminates irritation and conflict of authority, for where it is employed each worker knows perfectly well to whom he must report. In companies where there is no proper distribution of authority and responsibility, high-up executives frequently go over the heads of officers under them and issue orders to the rank and file of workers, thus weakening the authority of the foreman or department superintendents to whom the general run of employees are responsible and look for guidance.

In closing, gentlemen, I would like to have this thought in your minds: an efficiently run factory can manufacture profitably on a selling price that seems like a cut price to the inefficient organization.

"Safety First"

" 'Business at a Profit' has been selected as our slogan for our 1922 Convention, and while I heartily endorse this sentiment may I suggest 'Safety First'," said W. P. Bennett, of the Rudd Paper Box Company, Toronto, in an address at the Convention of Canadian Paper Box Manufacturers at Montreal. Mr. Bennett further remarked as follows:

"What can be done to reduce accidents in our factories during 1922 and in the years to come?

"A careful study of the situation emphasizes the thought that a very large percentage of our shop accidents arise from lack of experience and carelessness.

"May I suggest that when a new employee is taken into our factory, that he be warned of the hazards and urged to exercise extreme care in his work, and that written instructions and suggestions be handed to every new employee.

"The employees of each factory in our organization to be called together and a committee of workers appointed to confer with their superintendent and management say once a month to discuss accidents which may have occurred during the period and suggest methods to be adopted to prevent similar accidents occurring, and that all employees be encouraged to suggest to their committee any safeguards which may be adopted to prevent accidents.

"It is obvious that if every employee's interest is aroused and that all employees are impressed with the thought that their employer is earnestly endeavoring to co-operate with them in eliminating accidents that much progress will be made.

"It is further suggested that monthly records of the meetings in the various factories in our organization be forwarded to our secretary, who will, in turn, pass these reports out to all factories in our Association, so we may obtain the benefit of each other's experience."

To Make Folding Boxes

The manufacture of folding boxes has now become standardized and for the first time it appears practical to show a working exhibit.

At the Second Educational Graphic Arts Exposition The George E. Crosby Company of Boston will exhibit an entire Folding Box Manufacturing Unit.

This unit, consisting of A 5-0 Two-color Miehle Printing Press, Babcock Cylinder Cutter and Creaser, Specialty Automatic Glueing Machine, Saxmeyer Bundle Tyer, and Economy Baler, will manufacture from the sheeted Baird & Bartlett cardboard a commercial order of folding boxes under actual shop conditions, of two million boxes to be delivered from this unit during the week of the Exposition, to a large soap company in Cambridge.

The increased demand for folding boxes has made this branch of the industry a very necessary addition to the printing trades, and a study of various packaged goods which have been placed before the buying public will show that the very highest grade of printing is required to make folding box manufacture successful.

The exhibit will be so arranged that visitors will have an opportunity to see the process of making folding boxes from the time the paper is received from the mill until the finished product is packed for shipping. The work will be under the direction of Mr. Frank Corcoran, manager of the George E. Crosby Company Box Department, and he or his assistants will be glad to answer any inquiries relating to this feature of the Exposition.

New Book by Robert F. Salade

A book that is assured of the unqualified approval of paper box makers has just been issued by the Shears Publishing Co. of Lafayette, Indiana. The title of the book is "Sales Suggestions for Paper Box Manufacturers" and the author is well known to Canadians, namely, Robert F. Salade.

The book contains 150 pages and sixty-eight illustrations. It is beautifully bound and the typography of the inside pages is clear, refined and easily read.

A book may be produced in attractive style but be of little practical value. One has but to glance at the table of contents of Mr. Salade's new book to appreciate that it is a practical, worth-while medium for the promotion of new business.

The opening chapter deals with the modern paper box factory and the great progress of the industry during the last few years. When the box maker has read this chapter he will have a good idea of what constitutes an up-to-the-minute factory.

In the following chapters numerous ideas and suggestions are given, such as suggestions for advertising paper boxes, utility of beauty in set-up boxes, how the box manufacturer can help create business for other manufacturers, new fields for paper boxes, the art department as a business builder, improved methods of cutting and creasing, suggestions for new designs in tops, labels and wrappers, keeping the printshop busy—and many other things of momentous value to anyone engaged in the paper box manufacturing business.

Mr. Salade's book is inviting to read, but above all, it is practical.



The above is a reproduction page from a catalog printed by Telford and Craddock Limited, Toronto, for the United Paper Mills Limited, Toronto. Printed with Charles Bush Limited process inks on Luxacoted Porcelain Book.

CROSS-CANADA NEWS

Ontario

A meeting of the Bay of Quinte District Press Association has been arranged for August 18 at Belleville.

The Hunter-Rose Co., Limited, Toronto, have issued a concise and thoroughly up-to-date Radio Map of Canada and the United States, providing the call numbers of all broadcasting stations.

About 32 members of the Brantford Newsboys' Club enjoyed the benefit of camp life at Camp Yonega while it was under the supervision of the Y. M. C. A. for two weeks. They went in two sections and were under the leadership of Harry Hunt.

The granting of letters patent to the newly organized Toronto Publicity Bureau is announced. The Bureau receives its charter under the Ontario Companies Act, and is authorized to disseminate information favorable to the city of Toronto through the various channels of publicity.

President W. B. Preston of the Brantford Rotary Club has been made a Chief of the Six Nations with the title "Dawn of the Morning." The title is most appropriate, inasmuch as the newspaper with which President Preston is identified has had the slogan for many years of "First in Everything."

The Sun-Times Weekly has made its first appearance. It is a weekly summary of the local news and is published for the special benefit of Owen Sounders who reside at a distance and who are anxious to keep in touch with the news of the district. The Sun-Times Weekly will be published every Wednesday.

John Wesley Hayden, cable editor of the Canadian Press, died at the Western Hospital, Toronto, July 18, after an illness from heart trouble, which took a serious turn about six weeks ago. Mr. Hayden came to Toronto in January last from the Montreal office of the Canadian Press, where he had given faithful and efficient service for many years. Deceased was in his 51st year. His wife died two years ago. Three sons and two daughters survive.

The North Bay Nugget has been purchased by W. E. Mason, proprietor of the Sudbury Star. The Nugget was for many years published in Cobalt and moved about a year ago to North Bay. Under Mr. Mason's management the Nugget will be conducted along lines similar to those of the Sudbury Star, which is recognized as one of the most successful papers in the North Country.—Mr. Ed. Loney, formerly of Listowel, has been the editor of the Nugget for the past couple of years.

As showing the existing trend of the times toward newspaper consolidation, The Kingston Standard calls attention to the fact that the Limestone City, away back in 1857, when the population of the place could not have been more than a few hundred, had five daily papers. To which may be added that Brantford thirty years ago had three daily newspapers. "There's a reason" for the weeding-out process which has been steadily going on for years past in the field of newspaperdom.—*Brantford Expositor.*

The subscription list, name and good will, together with part of the equipment of the Daily Telegraph has been sold to the News Record Limited and as a result the Daily Telegraph ceased to exist as a separate publication on Saturday, July 15th.

The amalgamation of Kitchener's two daily newspapers is a natural result of the working of economic conditions existing throughout the world to-day. The costs of newspaper production rose far above newspaper revenue during the war period. They have fallen somewhat but will never reach the old-time level. Thus necessity has led to the amalgamation of newspapers all over Canada and the United States. In Ontario to-day, Galt, Woodstock, Brantford, St. Catharines, Lindsay, Peterboro and St. Thomas are one-paper cities as the result of the merger of two or more newspapers.

Relatives were advised by cable, July 25, of the sudden death in London, England, of Roy Vernon Somerville, who was Business Manager of "Punch." He was the son of the late James and Janet Somerville of Dundas, Ont. His father was a member of the Dominion House for several years and also owned The Dundas Banner.

The career of a former well known Ottawa newspaper man was brought to a close, July 20, in the death of Ezra Butler Eddy, grandson of the late E. B. Eddy, founder of the large Hull industry of that name. Mr. Eddy, who was in his thirty-second year, passed away at his home, Eddy Manor, on the Aylmer Road. He was the son of the late Mr. and Mrs. Bessey, of Ottawa. Under a special act of Parliament, Mr. Eddy had, on reaching his 25th birthday, assumed the name of his maternal grandfather, Ezra Butler Eddy.

Avern Pardoe, until about a year ago Parliamentary Librarian at the Ontario Parliament Buildings, and a former well-known newspaperman in Toronto, died July 23 at his summer home, Fairy Island, Lake Joseph, Muskoka, aged 77 years. Mr. Pardoe had been in failing health for some time. His passing removes another link with the journalistic days of George Brown, as Mr. Pardoe was a member of the Globe staff when its founder was assassinated. Mr. Pardoe, in 1895, joined the library staff at the Parliament Buildings, becoming chief in 1898.

Two new Canadian magazines are to be started in Toronto, "The All-Canadian Magazine," which will be published by the Periodical Press of Canada, the first number of which will appear September 15th, and "The Quill," also to be published in Toronto, which will carry editorials, stories and articles and will be, according to its publishers, "a Canadian counterpart of the American Magazine." "The Quill" will be a story magazine and will publish purely Canadian stories. Stories not only written by Canadians, but stories with Canadian settings and showing Canadian ideals.

The Toronto Telegram publishes a report that the London Advertiser has changed hands, declaring that it has been taken over by a party of Liberals, one of whom is Hon. W. C. Kennedy, Windsor, minister of railways. Several Londoners are said to have joined with Mr. Kennedy in the purchase of the paper, including Ex-Mayor E. S. Little, Arthur Little, Hon. Charles Hyman and Wallace Laut, former managing editor of the Advertiser. The Advertiser figured in the recent transfer of the Dominion Loan and Savings Company to the Huron and Erie Mortgage Corporation, it being among the assets.

For forty-one years the Collingwood Bulletin has been published by the Williams family of that town, father and son. It is an influential weekly and has led in the progress of Collingwood's growth through all these years. During the past thirty-six years Mr. David Williams has occupied the editorial chair with much credit to himself and to the satisfaction of the large number of patrons which the Bulletin enjoys. Mr. Williams has been closely associated with public matters in his town. He is regarded as father of the splendid Public Library of Collingwood, and has been of incalculable help in the educational interests of the community. The Bulletin entered upon its fifty-third year of publication last week.—*Acton Free Press.*

Western Canada

M. B. Cody, who for the past year has been serving as managing editor of the Stratford, Ont., Beacon, has joined the editorial staff of the Morning Leader, Regina.

R. D. Cumming, of the Ashcroft Journal, and Louis J. Ball, of the Vernon News, were among the B. C. publishers attending the convention at Ottawa. Mr. Ball spent some time visiting friends in Ontario, near Toronto and Brantford, before returning.

Hugh C. McLean Western Limited, trade newspaper publishers, with headquarters at Toronto, have taken out incorporation papers in the Province of British Columbia.

Rev. W. T. Hallam, D.D., has resigned as editor of the Canadian Churchman, official organ of the Church of England in Canada. Dr. Hallam has been editor of the Churchman for the past four years and has recently accepted an appointment as principal of Emmanuel College at Saskatoon.

The appointment of John Ward, associate editor of the Grain Growers' Guide, as acting secretary of the Canadian Council of Agriculture, is announced in Winnipeg. The resignation of Norman Lambert, who resigned to take an executive position with a local milling firm, was accepted by the Council on Wednesday.

Messrs. Cary, of the Armstrong Advertiser, have placed Mr. Cassidy in charge of the news and editorial end of their paper, and Mr. Cassidy is devoting considerable attention to the developing of the paper along these lines. This will relieve Messrs. Cary of the outside duties, and should make it possible to turn out a better paper, and also attend to commercial printing promptly.

It is expected that John Imrie, for many years manager of the Canadian Press Association, and later in charge of the Daily Press Association, will visit Vernon on the occasion of the convention of the two western provinces, and will address a joint session of these associations. Many who knew him in the old days will be glad to renew acquaintances. Mr. Imrie is now manager of the Edmonton Journal.



A REAL FISHERMAN

When James Brown, proprietor of the J. C. Morrison Company, Toronto, goes on a fishing trip he seldom returns empty handed. The snapshot shows Mr. Brown after a lucky day in Georgian Bay.

Grant E. Rice, for several years proprietor and editor of The Pas Herald, has been suffering from ill health for some months, and on the advice of his doctor, has sold out the paper and gone to British Columbia to live. In January 1915, Mr. Rice took over The Pas Herald and published it until the beginning of 1916, when he raised a company of the Canadian Forestry Corps and went overseas, returning in January, 1919, with the rank of captain. Mr. Rice renewed his work of running and building up the paper, which has always been an excellent advertisement for Northern Manitoba.

Toronto Men Buy Ontario Reformer

The Ontario Reformer, publishing three times a week in Oshawa, has been sold to Messrs. J. C. Ross and J. Ewart MacKay, both of Toronto. Mr. Ross, at present connected with The Toronto Star, was formerly the Managing Editor of The Farmers' Sun. Mr. MacKay is the son of J. F. MacKay, formerly Business Manager of The Globe. He was connected for some years with the Linotype Company in New York and latterly with the Canadian Linotype Company.

J. C. Ross, before coming to The Farmers' Sun, was on the staff of The Journal of Commerce, Montreal, edited at that time by Hon. W. S. Fielding, now Minister of Finance. Previous to that he was for ten years Montreal representative of The Globe.

The Reformer for the past half-century has been in the hands of the Mundy family, father and son, with whom of late years has been associated A. R. Alloway, formerly Editor of Printer and Publisher, and Manager of the C. D. N. A.

Guy Morton, of the Toronto Mail and Empire editorial staff, spent a few days in Vernon recently in the course of a tour of the Okanagan gathering data on the fruit business. Mr. Morton is a frequent contributor to MacLean's Magazine and other periodicals.

Editor Walker, of the Enderby "Commoner," has taken his family to his summer camp for a few months. This camp is located on Mabel Lake, twenty-five miles from Enderby. But a little matter of a few miles more or less does not worry Mr. Walker, who thinks nothing of taking breakfast at camp and being on duty at his office in good time in the morning. And talk about fish? It's best to let him tell his own stories.

J. A. MacKelvie, M.P., is again home in Vernon, enjoying a respite after his strenuous time attending the session of Parliament at Ottawa. He was kept pretty busy while there looking after the interests of one of the largest ridings in the Dominion, while he took a very active interest in all matters which came up in the House. Since returning he has been kept busy meeting his constituents from various points.

Several British Columbia publishers attended the convention of the C. W. N. A. at Ottawa, the farthest west being Hugh Savage, of Duncan, Vancouver Island. Mr. Savage dearly loves a convention, and is not backward in doing his part to make them interesting and of value. It is men such as he who help on the good work which these organizations are striving to carry on, for unless men will both learn and teach they do not do their part in organization work.

T. Featherstone, who has substituted during the illness of the editor of The Dundurn Enterprise and who stepped to the case in boyish enthusiasm, is a white-haired old man, 72 years young. He came from England two years ago retiring after a long busy life in newspaperdom. He carries a watch inscribed with the following:

"To Thomas Featherstone, by the staff of the 'Kent Messenger' with a check of £100 from the proprietor, H. P. Bowman, after 47 years as a member of the staff as overseer."

The coming joint convention of the B. C. & Yukon Press Association, and the Alberta Press Association, to be held at Vernon on August 24, 25 and 26, is the main thought in the minds of the publishers of these two provinces at the present time. Reports which have so far come in indicate that there will be a good attendance, and provision is being made for a good programme of both business and pleasure. There will be some good speakers, who will deal with the problems of both the business and editorial departments of weekly papers, and these should provide material for interesting discussion. A trip on the beautiful Okanagan Lake is planned for the 26th, which should prove interesting and enjoyable to the visitors, as stops will be made at Kelowna and Penticton.

(Continued on page 28)

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CROSS-CANADA NEWS

(Continued from page 56)

A. G. Graham has sold the Exponent, Grandview, Man., to W. G. Reynolds & Son, of Chicago.

W. L. MacTavish, who has been for some time editor of the Saskatoon Daily Star, has joined the staff of the Winnipeg Tribune. Mr. MacTavish is a son of the Rev. Dr. MacTavish, Madoc, formerly of Kingston, and nephew of John F. MacKay, Toronto.

The Summerland Review is again being issued from its own office in Summerland. Mr. White purchased a building, installed a plant, and is now operating in full swing. He has again put in a No. 14 Linotype, to replace the one destroyed in the fire.

One year ago, the 31st of July, Joseph Clarke, editor and publisher of The Dundurn Enterprise, was injured in a crossing accident not far from his home town and had his right arm so badly shattered there was one chance in a thousand to save it. He took that chance and although it has been practically useless it has grown healthy enough for him to try skin grafting and later a bone insertion with the hope of bringing back flexibility to his fingers. He is now in hospital at Saskatoon undergoing the second operation.

On Aug. 8 to 11 there is to be held at the Manitoba Agricultural College a "Publisher's Short Course and Conference" at which country newspapers have an innings through a series of contests that will be of interest to newspaper folks all over the west. The general newspaper contest covers all physical and editorial features. The linotype contest is for the general make-up also. The Sales Manager's cup contest calls for all of the July issues, the entrant marking the one he deems best and the others are for comparison. The Toronto Type Foundry contest is for the best local page, for which they give a gold watch.

Most newspaper writing is for the day only, but a tablet unveiled August 6 in the Legislative Buildings at Victoria bears letters of enduring bronze. On it are the names of British Columbia journalists who fell in the Great War. In addition to this there is an honor roll on which is inscribed the names of all British Columbia newspaper writers who in response to the call of their country forsook the pen for the sword and took up arms in defense of the Empire. These numbered in all fifty-six; those who gave their lives were fourteen. It is to the credit of the B. C. Institute of Journalists that they took this task of commemoration in hand.

The July 12 issue of what was formerly the B. C. Record, appears under the name of the "Journal of Commerce" which is the name adopted for the enlarged and improved newspaper. In a foreword it is pointed out that with this issue the former B. C. Record concludes practically 11 years of publication in which it has never missed an issue, even during the dark war years when construction activity was at a very low ebb. The new Journal of Commerce will cover the building trade field even more thoroughly than the B. C. Record, and will, in addition, present reliable news of all other lines in industrial activity in brief, readable form.

G. C. Rose, of the Kelowna Courier, recently had trouble with his staff. Not content to have practically what the union had demanded, on the basis of an understanding, they insisted that he put his name on the dotted line. Mr. Rose, however, while reasonable and fair, did not consider this necessary, and declined to sign, with the result that he lost a few fairly good men. He is in good shape again, and declares that the union has now alienated all the consideration which he ever had for it, and will continue to operate an open shop. The Vernon News has operated on this basis since May 1st, 1921, and feels about the same as Mr. Rose so far as the union is concerned.

The East

High cost of publishing newspapers is responsible for the death of more than one publication that had become a household word in its particular territory, but few expected the Charlottetown Examiner, the second oldest journal in Canada, to join the list of suspended publications. This newspaper first saw the light 75 years ago. For 30 years it was a weekly and during the last 45 years one managing editor has guided the destinies of this influential evening daily of Prince Edward Island.

E. G. Smith, manager of the Quebec Telegraph, left on the 14th instant, by the S.S. Montrose on a business trip to England.

A distinguished figure in the field of French-Canadian publishing, died in Montreal in the person of Louis Joseph Amedee Derome, aged 81 years.

Hon. Frank Carrel, president of the Quebec Telegraph addressed the Quebec Board of Trade at their general monthly meeting on Thursday, June 22, on the subject of British branch factories in Canada.

It is a great pleasure to see in the western newspapers that Colonel Markham, who was so long identified with journalistic work in St. John, as manager of The Sun newspaper, ran, and won, a footrace, in Vancouver a few days ago—and he 80 years old. Last fall he was in charge of the D. S. C. R. Department in that city and everybody whom I met there had a good word for this veteran who has been identified for over twenty years with the destinies of this growing western metropolis. Another Colonel Markham, a son of the Vancouver man, is connected with the staff of The Journal circulation department, and, he too, is very well known among the citizens of this eastern centre. Ralph Markham, who used to be on The Sun, and later was an energetic business man in Vancouver, was one of the first to respond to the war call in 1914 and made the supreme sacrifice on the Western front. It is such men who have helped to make Canada what it is.—*St. John Journal.*

Well Fitted for New Position

The June issue of this paper announced the resignation of M. J. Hutchinson as manager of the Canadian National Newspapers and Periodicals Association, to become director of advertising for the Hugh C. MacLean Publications, Toronto. In Mr. Hutchinson the Hugh C. MacLean Publications have secured an executive whose wide experience in the realm of Canadian journalism fits him well for his new and important position.

Mr. Hutchinson commenced his journalistic career as a writer for the Bowmanville Statesman, after which he accepted a position on the editorial staff of the Peterboro Examiner, becoming city editor.

In 1907 he became editor of the Dry Goods Review, and later manager of that publication for the MacLean Publishing Company. Following this trade paper experience he established Ready-to-Wear for the Acton Publishing Co., Toronto, and having managed this publication for a year he left Eastern Canada to become advertising manager of the Regina Leader. In 1915 he was appointed business managerof the Edmonton Bulletin, and for nearly five years was instrumental in greatly increasing the revenue of that paper. During his sojourn in Edmonton, Mr. Hutchinson was prominent in various civic and social activities, being on the council of the Board of Trade for three years and becoming District Governor of the Rotary Clubs of all Western Canada.



Books About Printing

WE HAVE pleasure in announcing that (in affiliation with the Oswald Publishing Company of New York) we have instituted a Technical Book Supply Department, through which members of "The Craft" in Canada may secure practically any book they may be interested in. The following is but a selection of the many books we are able to offer:

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THE AMERICAN MANUAL OF PRESSWORK. A remarkably thorough and practical book by authorities on the various subjects. There is no other book so elaborate or exhaustive on the subject. A book for superintendents, pressmen and apprentices. 166 pages, 18 inserts, 102 illustrations, size 8½ x 12 inches, cloth boards, $5.00 (35 cents extra for postage and packing).

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143-153 UNIVERSITY AVENUE TORONTO, CANADA

Reformer Staff Had Gay Time

DELIGHTFUL weather, a convenient but not too common picnic grounds, an abundance of tasty things to eat, and a staff which had abandoned the affairs of the work-a-day world, if only for a few hours, made the annual Saturday afternoon outing of the employees of The Reformer Printing and Publishing Company, Oshawa, an event which will not be soon forgotten by those privileged to attend. It was the second picnic held by The Reformer staff, and their wives and friends, about 100 being present, and although this happy and good-natured family may gather together again each succeeding year, it is doubtful if at any future event there will be more real pleasure than there was on this occasion.

"Sending the paper to bed" at eleven o'clock in the morning so as to enable the composing, press room, and mailing room staffs to get away by noon, to say nothing of the editorial staff who are usually so burdened with the cares of church and state, the picnickers left early in the afternoon by motor cars, motorcycle, and motor trucks for Hampton. At the pretty Memorial Park, which was only opened last year with its present equipment, the merrymakers cut loose, and until dark sports of various kinds were in full swing.

The premier event of the day was a much-anticipated game of baseball, in which the Composing Room undertook to take the scalps of the occupants of the lower floors, the office, press and mailing room staffs. The Composing Room nine set out in the first innings to teach their opponents how baseball should be played, and landed four runs. However, the Office, Press Room and Mailing Room team proved such apt pupils that they set the pace for the remainder of the game, knocking one pitcher, Jack Fry, out of the box and only slowing down in the last couple of innings to allow the Composing Room to tie the score—thus causing no hard feelings or recriminations—making it 10 all.

The teams were:—

Composing Room—Rorabeck, Fry, Rogers, Lacombe, Zeihr, Clancy, Burden, T. Wilson, G. Wilson, Hansfield.

Office, Press Room,—Davis Graham, McNeill, Martin, Cowan, Wager, Porter, Brasely, Hopkins

For those to whom baseball is a bore, the committee in charge of the program—Misses F. Foskett, R. Vokes, and Messrs. T Wilson, H Davis, and J. Fry—had arranged for tennis and many interesting singles and doubles were indulged in during the afternoon and evening. While no new Canadian records were established—the contestants aver this was because of the ground being rough and not through any fault of theirs—some good games were enjoyed. C. M. Mundy and A. R. Alloway decided the court was not fast enough for the speedy game they intended to play, so this event was postponed until a later date.

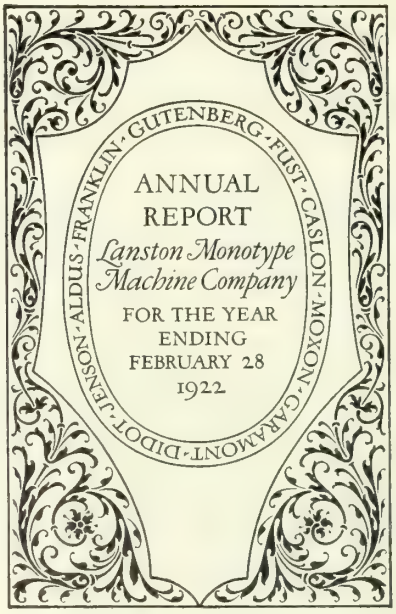
The races, which included at least one class for every one present, were keenly contested, and, as usual, enjoyed to the full. The main criticism of this part of the program was directed at G. A. Martin, it being alleged that to win the men's 100 yard dash he had used his elbows as well as his legs to retain his lead.

The results of the races were as follows:

Balloon Race—Gwendola Hewson.
Three Legged Race—A. R. Alloway and Reta Vokes.
Boot Race—Leola Fulton.
Men's 100 yd. Dash—G. A. Martin.
Coat Race—Mr. and Mrs. H. Roraback.
Doughnut Eating Contest—Alma Hicks.
Girls' 50 yd. Dash—Hester Vokes.
Free for all Race—H. Rorabeck.
Half Mile Race—G. McMeil.
Little Girls' Race—Norah Mundy.

Bruce Publishers Elect Officers

The Bruce County District Press Association held a meeting at Southampton July 14. D. McKenzie, of the Paisley Advocate, was elected president, and E. Short of the Southampton Beacon, secretary-treasurer. Other members present were: S. R. Wesley, Port Elgin Times; L. A. Eedy, Walkerton Telescope; Mr. Logan, Wiarton Echo; J. A. Wesley, Bruce Herald and Times; J. J. Hunter, Kincardine Reporter.



ATTRACTIVE COVER DESIGN BY SOL HESS, OF THE LANSTON MONOTYPE MACHINE COMPANY

"The Printers of Chiapolis."

By R. T. Porte

Although the twelve stories comprising this volume are based on fact—from actual experience of the author or gathered from the confessions of others—Mr. Porte, in his preface, adroitly avoids a definite opinion anent the adage that "Truth is Stranger than Fiction." Instead, he voices a paradox by pointing out that although truth may be stranger than fiction, the best fiction is founded on fact.

It has been the endeavor of the author to make each story point a moral or a lesson, either as to selling, efficiency, right business-methods or correct ethics in the printing business, but, in doing so, Mr. Porte displays the happy knack of presenting, unmistakably, the moral of the story without intruding his own conclusions. A typical instance is his conclusion of one episode wherein he naïvely remarks, "As to a moral, I haven't time to think up a good one, as the sun is shining, and the garden awaits my pleasure, and the seeds must be sown when the time is right." (One must read the story to properly appreciate Mr. Porte's terseness.)

Mr. Porte is well-known as the author of "The Practical Cost System," "John Smith's Bookkeeping," etc., but even better known as the president of the Porte Publishing Company, Salt Lake City. "The Printers of Chiapolis" is the latest from his pen and is very tastefully presented in leather binding, with gold embossed title. It is uniform in price ($2.50) and style with the other books published by the Company.

Insures Employees

Stevenson and Hevey, Limited, printers, 257 Adelaide Street, Toronto, have recently adopted group insurance for their employees. The amount each employee is insured for is $500. This may be increased at employee's expense, an additional $500 costing $4.50.

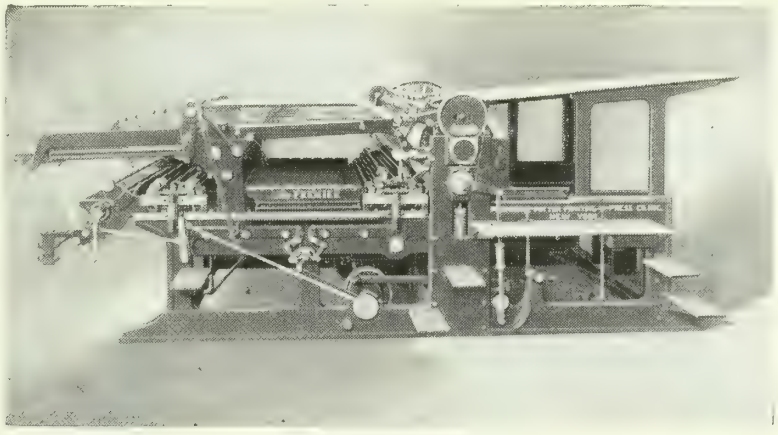
Invited To Meet At The Soo

The Sault Ste. Marie City Council has unanimously passed a resolution inviting the Western Ontario Newspaper Publishers' Association to hold its meeting in June, 1923, in the Soo.

Mr. Printer — Mr. Lithographer

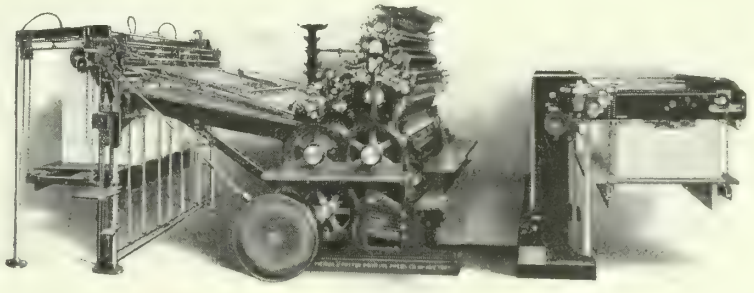
See these Presses in actual operation at the

BOSTON GRAPHIC ARTS EXPOSITION — AUGUST 1922



***The* PREMIER**

The finest Two-Revolution Press built - The most desirable Cutter and Creaser



***The* POTTER OFFSET**

The Perfected Unit — Suction Feeder — Press — Pile Delivery — Maximum Quantity Combined with Finest Quality

***The* POTTER ROTARY TIN PRESS—Universally Used—Universally Satisfactory**

We Can Increase Your Profits
Let Us Tell You How

PREMIER & POTTER PRINTING PRESS CO., INC.

Chicago: Fisher Bldg. | 1102 Aeolian Bldg., 33 West 42nd Street | Boston: Rice Bldg.
Pittsburg: Oliver Bldg. | NEW YORK | Atlanta: Central Ave.

CANADA WEST
Messrs. Manton Bros.
105 Elizabeth Street, Toronto, Ont.

CANADA EAST
Geo. M. Stewart, Esq.
92 McGill Street, Montreal, P.Q.

MARITIME PROVINCES
Printers' Supplies, Ltd.
27 Bedford Row, Halifax, N.S.

TRADE NEWS

SECURED INJUNCTION

Manton Bros., Toronto, have secured an injunction at Osgoode Hall preventing the manufacture by other concerns of equipment made from Westman & Baker patterns. Manton Bros. recently bought out the Westman & Baker business.

MODEL 3 LINOGRAPH AT BOSTON

The Linograph Company has announced that in addition to its Model 1 it will have the new Model 3 Linograph at the Boston Graphic Arts Exposition. Model 3 was placed on the market last fall and due to its unusual features has been received with much enthusiasm by the printers of both this country and Europe. With regular equipment it carries three magazines. A shift from one to another can be made in about three seconds. All three of these magazines may be removed and replaced by three others in less than fifty seconds, so as a multiple magazine machine its range is practically unlimited.

INSTALLING MODERN MAILERS

The Pollard-Alling Manufacturing Company, manufacturers of addressing and mailing machines which are installed with the majority of the publications and newspapers in the United States, have begun to install their equipments with the Canadian publishers. The original installation was with the Montreal Star and Family Herald and Weekly Star; the next installation was with the MacLean Publishing Company, of Toronto, publishers of fifteen periodicals. An equipment has been installed with the Canadian Oil Companies, of Toronto, and an equipment is now being installed at the Farmers' Sun, Toronto.

THE "MONOMETER" MELTING FURNACE

A new type-metal melting furnace called the "Monometer" has been designed by the Monarch Engineering & Manufacturing Company, Baltimore. An illustration of the furnace printed in a circular issued by the makers shows it to be of exceptional design. Automatic control of heat prevents burning of metal and formation of dross. It is equipped with improved low pressure Bunsen burners, and has no air blast. An anti-oxidation system encloses the surface of the metal in a non-oxidizing atmosphere, preventing dross. The furnace has ingot mould for speedy casting, which is water-cooled and double-sided. This new furnace is made in standard and special sizes.

VISITS TORONTO

Wellington Downing, president and general manager of the Brown Folding Machine Company, Erie, Pa., spent a few days in Toronto last month, visiting H. J. Logan, Canadian agent for the company.

The remodeling and re-equipping of the offices and machine shop of the firm of H. J. Logan, builders of and agents for bookbinders' and printers' machinery, has been completed. The offices have been equipped with the latest modern devices, and the most efficient labor-saving tools have been installed in the machine shop. H. J. Logan has been established in business for many years with a plant in the heart of the printing center of Toronto, at 114 Adelaide Street West.

A NEW CORNER STITCHER

To meet the demands required by users of corner-stitched boxes, the J. L. Morrison Company, Toronto, have now on sale a new "Perfection" stitching machine, known as Model 3-KC. A new design in wire feeding mechanism is one of its outstanding features, and it has no troublesome check wheels, feed springs, rachets or pawls. The driving of the corner stitch is accomplished by control which forces the wire to enter a stock at the correct angle, turning the wire on the inside, making a solid clinch that practically welds the corner of the box into one piece.

The Model 3-KC "Perfection" corner stitcher is manufactured by the J. L. Morrison Company, Niagara Falls, N.Y.

"FIND YOUR LUCKY STAR"

At the Chicago Graphic Arts Exposition last year, the F. Wesel Manufacturing Company introduced a novel stunt which they called "Find Your Double." Everybody in the Coliseum at Chicago during the week of the Exposition was wearing a Wesel button and was deliberately or unconsciously looking for his "double." This year at Boston, the F. Wesel Manufacturing Company is going to introduce another novelty which they call "Find Your Lucky Star." Norman S. Githens, advertising manager of the F. Wesel Manufacturing Company, seems reticent about divulging the details of "Find Your Lucky Star." His only answer to inquiries is "'B-in-Boston' and you will find out all about it."

Classified Advertisement SECTION

TWO CENTS A WORD, Box Number as five words; minimum charge is $1.00 per insertion, for 50 words or less, set in 6 pt. type. Each figure counts as a word. Display ads., or ads. set in border, are at the card rates.

FOR SALE

LINOTYPE FOR SALE—(mode 7), EQUIPPED WITH MOTOR AND electric pot, 4 fonts matrices, (8, 10, 11, 12 pt.) several border slides, etc. Good condition, will sell cheap. Installing Monotype the reason. L'Etoile du Nord, Joliette, Que.

FOR SALE—LINOTYPE GAS POT, GASOLINE TANK, PIPES, burner, ventilator, etc. Cheap. No reasonable offer refused. Apply to TEESWATER NEWS, Teeswater, Ont.

FOR SALE—COLTS ARMOURY PRESS, SIZE 11 x 15, IN GOOD working order. Selling to make room for new equipment. Reply Box 848, Canadian Printer and Publisher. P.U.F.P.

FOR SALE—WILL SELL CHEAP FOR CASH F.O.B. SWIFT CURRENT one Swink Cyinder Printing Press. Size of bed 27 x 40. One Mentges Newspaper Folder, will take sheet up to 35 x 48. One American Adding Machine. One Electric Motor, 3 H.P., 60 cycle, 220 volts. The Sun Printing and Publishing Company, Limited, Swift Current, Saskatchewan. P.8P.

FOR SALE—400 LBS. M. & R. No. 4 TYPE, MOSTLY 10 PT.; 75c. per lb. Write Lawson & Jones, Limited, London, Ont. P.8.P.

BELKNAP ADDRESSING EQUIPMENT—HAVING INSTALLED the Pollard-Alling Equipment in our Subscription Department we are offering the following for sale at attractive prices. This equipment is still in actual operation and is in good condition: 1 Envelope addressing machine, Model 1, Serial No. 606, Style D; 1 Envelope addressing machine, Model 3, Serial No. 406, Style B; 1 Monarch stencil cutting typewriter, Model 3, Serial 73377; 1 Royal stencil cutting typewriter, Model 10; 365 Tin boxes for holding stencils; 1 Belknap mailing machine including paper cutting attachment, chains, gears and small accessories. MacLean Publishing Company, Limited, 143 University Avenue, Toronto. P.F.P.

I WANT TO SELL THE OBSERVER NEWSPAPERS, PROPERTIES in an attractive field that will yield the right man better than $4,000 a year. Will lease property to responsible party who can keep it up to standard. Fred H. Stevens, Hartland, N.B. P.8P.

LINOTYPES FOR SALE

As a result of the suspension of the Fort William Morning Bulletin, we have for sale

One Model 8 (3 magazines)
One Model 5 (single magazine)

Linotypes. Both machines are fully equipped and in the pink of condition, and will be sold under a guarantee. Write quickly if you are interested. Terms to responsible parties.

Terminal Publishing Co., Limited
Port Arthur, Ont.



FROM PITTSBURGH

Frank V. Barhydt, general sales manager of the Miller Saw-Trimmer Company, Pittsburgh (Miller & Richard, Toronto), visited Toronto, Montreal and the east during the last two weeks of July.

INVITATION TO BOSTON VISITORS

James Brown, vice-president and general manager of the Kidder Press Company, Dover, N.H., has issued an invitation to delegates to Boston to go over to Dover to visit the Kidder plant. This is just a short run from Boston and many of the Canadian boys should "take in" this interesting feature.

CARRYING LINOTYPE WITH THEM

In addition to the many modern coaches provided, the enthusiastic editors who pulled out from Chicago July 9 for Missoula, Mont., carried with them in their special train a linotype-equipped baggage car, with a Miehle press "and everything" for the printing of "The National Editors' Argus," the convention daily.

"30"—J. RICHARD KEMP

It is with profound sorrow we chronicle the sudden death of J. Richard Kemp, Western sales manager of the Miller Saw-Trimmer Company, which occurred in San Francisco, Thursday, May 25th, 1922.

Mr. Kemp was born in Tennessee May 8th, 1875. He early became identified with the printing industry in his native state, working as a linotype operator on several of the leading Tennessee newspapers. As a journeyman he drifted south, finally locating at Atlanta, Georgia, where he entered the employ of the Keystone Type Foundry as salesman, later advancing to the position of branch manager.

When the Autopress Company was organized, he was tendered the position of Southern manager, which he accepted, serving in this capacity for some months, when he again entered the employ of the Keystone Type Foundry as efficiency engineer with headquarters in Philadelphia.

In May, 1917, he accepted the general sales management of the Miller Saw-Trimmer Company, of Pittsburgh, serving until March, 1919, when at his request he became the Western sales manager of the Miller Company with offices in San Francisco, serving in this capacity at the time of his death.

"Dick" Kemp, as he was familiarly known to his host of printer friends, as a salesman and a man stood for the higher obligations and integrity among men which need not be signed or sealed.

SITUATIONS WANTED

COMPOSING ROOM FOREMAN—PRACTICAL PRINTER WHOSE knowledge has been acquired by 18 years' experience; tasty layout man and typographer, stoneman, familiar with linotype and monotype composition, also modern methods of production, 35 years old, married. At present in charge of large plant in Montreal. Will consider change after October 1st. Write Pilleon, 662 Delorimier Ave., Montreal, Que.

POSITION WANTED—ALL ROUND COMPOSITOR WITH CITY and rural newspaper and job experience open for position in Western Provinces. Can take entire charge. Box 493, Lacombe, Alta.

HIGH-CLASS JOB MAN WISHES POSITION AS FOREMAN OF job department. Box 853, The Canadian Printer and Publisher.

LINOTYPE OPERATOR WANTED ON MISCELLANEOUS JOB and tabular work, must be clean, fast, and able to give good work display without layout on Model 19 linotype. $47.00 and bonus. Union or non-union. Healthy workshop overlooking bay. Steady work, good prospects to make big money. Wrightson, 74 India St., Boston, Mass. P.9 P.

WANTED

WANTED—TO PURCHASE A WEEKLY NEWSPAPER PLANT IN a good town in British Columbia. Apply Box No. 855. Canadian Printer and Publisher. P.8P.

OPPORTUNITIES

THE COMPOSITORS' OPPORTUNITY—THE LANSTON MONOtype Machine Company maintains Free Schools in Philadelphia, New York, Chicago and Toronto, to which compositors are admitted for instruction in the operation of the keyboard. Steady employment and good wages are always to be had for Monotype Keyboard Operators. For further information apply to LANSTON MONOTYPE MACHINE COMPANY. P2P

FOR SALE—UP-TO-DATE, WELL EQUIPPED NEWSPAPER AND job office in Quebec Town. 1,800 of a circulation, almost $10,000 worth of business last year. To be sold for the cost of machinery. Good reason for selling. Apply Box 854, Printer and Publisher. P.9.P.

THOROUGHLY PRACTICAL ALL ROUND PRINTER, YOUNG married man, fully familiar with linotype and weekly newspaper work, wanted to take working partnership. Advertiser owns old established plant in good B. C. district, and growth of business needs another practical man. Permanency with good future for man who can make investment. Make full reply, first letter. Address in enclosure to John Martin Paper Co., Calgary, Alta. P7P

UP-TO-DATE NEWSPAPER AND JOB PLANT, EMPLOYING from seven to ten, valued at $15,000.00, in Southern Alberta, wants a man with capital to invest and take full control, or sell outright. Apply Box 856, Canadian Printer and Publisher. P.10.P.

PUT YOUR

Direct Mail Advertising

— ON —

DURABLE-FOLDER SUPERFINE

Prints Perfectly and Has Wonderful Folding Qualities

WRITE FOR PRINTED SAMPLES

Sold Only by

FRED W. HALLS PAPER COMPANY
LIMITED

257-61 Adelaide Street West, TORONTO, Ont.

FINE SPECIMENS OF PROCESS WORK

"Process Work and the Printer," published by Messrs. Lund, Humphries & Company, of Amen Corner, London E.C. 4, is, as its name implies, a magazine devoted mainly to developments in process work.

Apart from its make-up in general, which certainly is pleasing to the eye, the various articles, together with three very fine specimens of process work which are really as fine as they well may be, demonstrate very clearly the advantages and possibilities of process work. Beyond doubt this is a magazine that should prove of intrinsic worth to those directly interested; especially is this so during the present critical period through which the craft is now passing when cost of production is necessarily a first thought.



THE LATE SAMUEL G. GOSS

Mr. Goss was one of the founders of the Goss Printing Press Company, of Chicago, and was for many years president of the company. He recently died at his home at Glencoe, Ill

NEW LINOTYPE PUBLICATION

A new publication has been launched by the Mergenthaler Company called The Linotype News.

As stated in the editorial column of the first issue, "It is the province of the new publication to serve as a medium for the transmission of news and other information of particular interest to linotype owners and of those who work with the linotype or its product." The paper will be sent free of charge to all persons in the industry who express the desire to receive it.

The dress of The Linotype News, which will be changed with each issue, will suggest the make-up followed by leading newspapers of the world, with the intention of familiarizing readers with the typographic styles of various leading newspapers, and of demonstrating and explaining just how those papers are composed on their linotypes.

A Canadian edition will be issued regularly.

MANTON BROS., NELSON AGENTS

Manton Bros., Toronto, have been appointed Canadian agents for C. R. and W. A. Nelson, Inc., Chicago, makers of the Nelson line of bindery machines. A new product of the Nelson Company is seen in the No. 4 Nelson Punching Machine. The makers say it has 40 per cent. more power at the cutting edge and is the heaviest duty machine now on the market. It is equipped with a new clutch arrangement, insuring double strength and double capacity, and the new 18 inch fly wheel affords great driving force with minimum motor capacity.

A NEW CANADIAN GORDON

A job press which represents something distinctly new in Gordons has been designed and constructed by Manton Bros., of Toronto. The new press has four rollers, all of which operate independently and permit the most desirable of inking facility. Care has been taken to make the press one of great durability. The castings are said by the makers to be stouter and stronger than those of other Gordon presses, and withal it is quiet-running.

It is a Canadian production throughout and along with other Manton equipment will be sold in other countries as well as in Canada.

Monotype Linotype Make-Up

COMPOSITION for the trade. Complete type pages, made up ready for stoneman, sent anywhere. Fully equipped to handle large contracts.

243 different type faces and sizes to choose from

Mono-Lino Typesetting Co. Limited

160 Richmond St. W., Toronto

No Connection with any Printing House

Agents for Ludlow Typograph and Elrod Slug and Rule Caster

1

Rebuilt Machinery

Printing Bookbinding — Lithograph Box Makers

REBUILT MACHINES

0006—8x12 W. & B. Gordon with balance weight, power.
0016—10x15 W. & B. Gordon with balance weight and power.
0007—Brehmer Stitcher, power, ½".
0008—Golding Lead and Rule Cutter.
0009—Country Campbell, 5 column quarto.
0011—10" Rosback Hand Perforator.
0012—10" Rosback Hand Perforator.
0014—7 column quarto Mentges Newspaper Folder.

SECOND HAND MACHINES

The following machines are being offered at a bargain by a Toronto firm. Ask us for particulars and prices.

3055—14x22 Universal.
3057—5x7½ Official Press.
3059—½" Brehmer Power Stitcher.
3060—Roller Rack for 12 rollers.
3062—38" Cloth Shaw Ruling Machine, with automatic feeder
3049—New 50" Dewey Ruling Machine, two beam striker.

Printers' Machinery Co., Limited

451 King Street West, Toronto

Phone Adel. 3323 *Night J. 2987. P. 2026W*

GROWTH OF FRANKLIN PRICE LIST

Increase of more than 50 per cent. in the number of pages in the Franklin Printing Price List, within a period of one year, is announced by R. T. Porte, president of the Porte Publishing Company.

NEW METHODS, LARGER PROFITS

The wide-awake printer is the one who is always on the lookout for new methods to make his profits larger and his worries fewer. He welcomes the salesman who has anything new to tell him. The printer who doesn't want to know about progressive methods never makes any progress.—Ludlow News.

OPENS NEW PACIFIC COAST OFFICES

The Ludlow Company manufactures the Ludlow System for its new district offices at 303, 304 and 305 Hearst Building, San Francisco. The new offices are very accessible, and are provided with complete Ludlow demonstrating equipment.

The Ludlow company manufactures the Ludlow System for casting all sizes and styles of type faces on slugs and the Elrod Lead, Slug and Rule Caster.

INTERESTING LINOTYPE EXHIBIT

Much interest was shown in the exhibit of the Linotype Company at the recent convention of the Inland Daily Press Association at the Hotel La Salle, Chicago.

The new Model 8 Linotype on display attracted the attention of countless delegates and visitors anxious to see demonstrations of the ease and quickness with which any of its three magazines can be changed from front of the machine. The simple movement of a handle to the left of the magazines makes possible the changing of any one of them—bottom, middle or top in fifteen seconds' time.

MILLER COMPANY ENTERTAINS PRINTING GRADUATES

On the evening of June 13th, 1922, The Miller Saw-Trimmer Company entertained the 1922 class of printing, and its instructors, of Carnegie Institute of Technology at the Pittsburgh Athletic Association. This class, numbering about 40, is the largest ever registered at Carnegie Tech.

Several of the leading printers of the city, as well as Dr. Hammerschlag, president of the college, were present and made addresses. A feature of the evening was an address by Mr. F. F. Nicola, president of the Miller Company, who announced a donation of a second scholarship, one having been previously donated.

The Miller male chorus rendered several pleasing selections and short talks were made by Messrs. H. F. Brayer, president of the class, Ray B. Kellar, Theodore G. Bixler and others.

Indications are that next year's class will be larger than the one just finished. The printing course as supplied by the Carnegie Tech. offers a splendid opportunity to students of printing who are ambitious to perfect themselves in the higher branches of the trade.

WESEL COMPANY'S BIG EXHIBIT

The F. Wesel Manufacturing Company produces machinery, equipment and supplies for printing, photo-engraving, electrotyping, stereotyping, roto-gravure and several other divisions of the Graphic Arts industry. And the elaborate preparations for their exhibit at the Boston Graphic Arts Exposition will be such as will convey adequately the wide scope of their activities.

In the Wesel booths (spaces Nos. 89 and 90) will be a working demonstration of Wesel stereotyping machinery. There will be pneumatic steam tables, the power matrix roller and equipment complete for producing matrices and curved stereotype plates the same as used by the large metropolitan daily newspapers. The dry mat process of stereotyping will also be in operation and this will prove of great interest to printers, publishers and newspapers because of the ease and quickness with which forms may be duplicated and the surprising small cost involved to install and operate the process.

Stereotyping on the smallest scale will also be demonstrated. The Wesel Success Stereotyping Apparatus, which the smallest printer or publisher can well afford, will be shown in operation.

In addition, the Wesel Final Base will be in constant readiness for demonstration. Also a number of other Wesel specialties.

In the exhibit of the New England Association of Photo-Engravers will be a complete Wesel photo-engraving plant. Here, this one division of Wesel manufacture will have adequate representation for inspection and comparison by photo-engravers under actual shop conditions.

The Home City Electrotype Works, of Boston and Springfield, will exhibit a Wesel 2,000-ton lead molding press which will be in operation during the entire course of the show. The electrotyping fraternity will probably find much of interest at this exhibit.

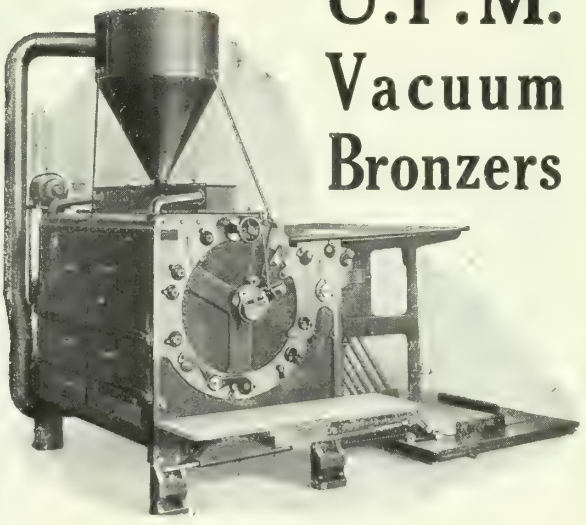
All of which should indicate to both executive and craftsmen in the printing and allied industries the actual necessity of being in Boston and seeing the Exposition.

UNITED PRINTING MACHINERY COMPANY

24 Houses

that use a total of **113**

U.P.M. Vacuum Bronzers



CANADA

B. C. Printing & Lithograph Co., Vancouver, B. C.	1
Consolidated Lithographing & Manufacturing Co., Ltd., Montreal	1
Lawson & Jones, Ltd., London, Ont.	1
Miller Lithographic Co., Ltd., Toronto, Ont.	1
Royal Printing & Lithographing Co., Halifax, N.S.	1
Southam Press, Ltd., Montreal	1
Standard Lithographic Co., Ltd., Toronto, Ont.	1
Stovel Co., Ltd., Winnipeg, Man.	1

UNITED STATES

U. S. Printing & Lithograph Co.	24
Robert Gair Co.	10
Stecher Lithograph Co.	8
Forbes Litho Mfg. Co.	7
Calvert Lithograph Co.	6
National Folding Box & Paper Co.	6
Nevins Church Press	6
American Lithograph Co.	5
Wm. Steiner, Sons & Co.	5
Brockway-Fitzhugh-Stewart-Inc.	4
Columbia Graphophone Co.	4
Heywood, Strasser & Voigt Litho. Co.	4
Ketterlinus Litho. Mfg. Co.	4
Multi-Colortype Co.	4
Pasbach-Voice Lithograph Co.	4
Simpson & Doeller Co.	4

RE-ORDERS TELL

UNITED PRINTING MACHINERY CO.

38 Park Row, New York — 604 Fisher Bldg., Chicago — 83 Broad St., Boston

• EXHIBITOR •
Boston Graphic Arts Exposition
August 28 to September 2

WESEL



Come to Boston and see the

STAR EXHIBIT

It is the exhibit of the F. Wesel Manufacturing Co. We chose a five-pointed star as the symbol for our exhibit because we serve the Graphic Arts industry at five points.

1—Printing
2—Photo Engraving
3—Electrotyping
4—Stereotyping
5—Rota Gravure

B in Boston at the Graphic Arts Exposition, August 28 to September 2 and be sure to visit the STAR Exhibit. We want to show you how complete is our service to each of the above five points of the industry.

F. Wesel Manufacturing Co.
72-80 Cranberry St., Brooklyn, N. Y.
Chicago: 431 So. Dearborn St.





Go to Goes for

The Goes Steel-Engraved
Certificate Blanks, Bordered Blanks and Bond Blanks

An entirely new and original assortment of
Steel-Engraved Blanks

produced upon Crane's Bond paper; so designed and arranged that they can easily be overprinted either from type or by the lithographic process, and thus present an unusually high-grade, refined, handsome appearance.

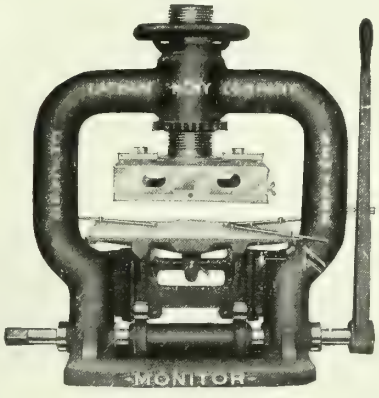
The Goes Steel-Engraved Blanks will be constantly carried in stock in quantities that will insure the usual Goes service *for all your requirements.*

A written request for samples and further information will bring a prompt reply.

Goes Lithographing Company
41 West 61st Street, Chicago



Why Not Figure On Embossing Work?



"MONITOR"

Bench Lever Embosser

Are you sending out odd jobs of embossing that you might profitably handle yourself by making a modest outlay for a "MONITOR" Bench Lever Embosser?

The "MONITOR" Embosser does all classes of hot embossing on cloth, leather, paper, keratol, celluloid, wood and other materials, and either type or embossing plates can be used. It has proved itself a necessity in every bindery in handling general runs of work.

There is nothing to break or wear out. It will give many years of service and will prove a valuable investment even if used only a few hours a week.

Let Us Send you Catalogue with full description

Sold in Canada by

H. J. LOGAN

114 Adelaide St. W., Toronto

Agents for

LATHAM MACHINERY CO., Chicago
BROWN FOLDING MACHINE CO., Erie, Pa.
McCAIN AUTOMATIC FEEDERS
NATIONAL BOOK SEWING MACHINES

Miller & Richard

Celebrated Extra Hard Metal

SCOTCH FOUNDRY TYPE

FROM ten to twenty thousand impressions over and over again, with the last impression as clear and sharp as the first. Do you know of any type you can DEPEND upon to do this, other than Miller & Richard Celebrated Extra Hard Metal Scotch Foundry Type?

The durable quality of this Scotch Type is proverbial. Operate it under the severest service conditions, no matter what kind of work, and it will "stand up" year after year without nicking or wear at the corners. Its extreme hardness and sharp, clear cut impression makes it also the most suitable type for printing on paper boxes and allied products.

Specify Miller & Richard Celebrated Extra Hard Metal Scotch Foundry Type in your next order. You will find it the best paying type of all types.

"Service-Proved" Printing Products

Miller & Richard

7 Jordan Street, Toronto

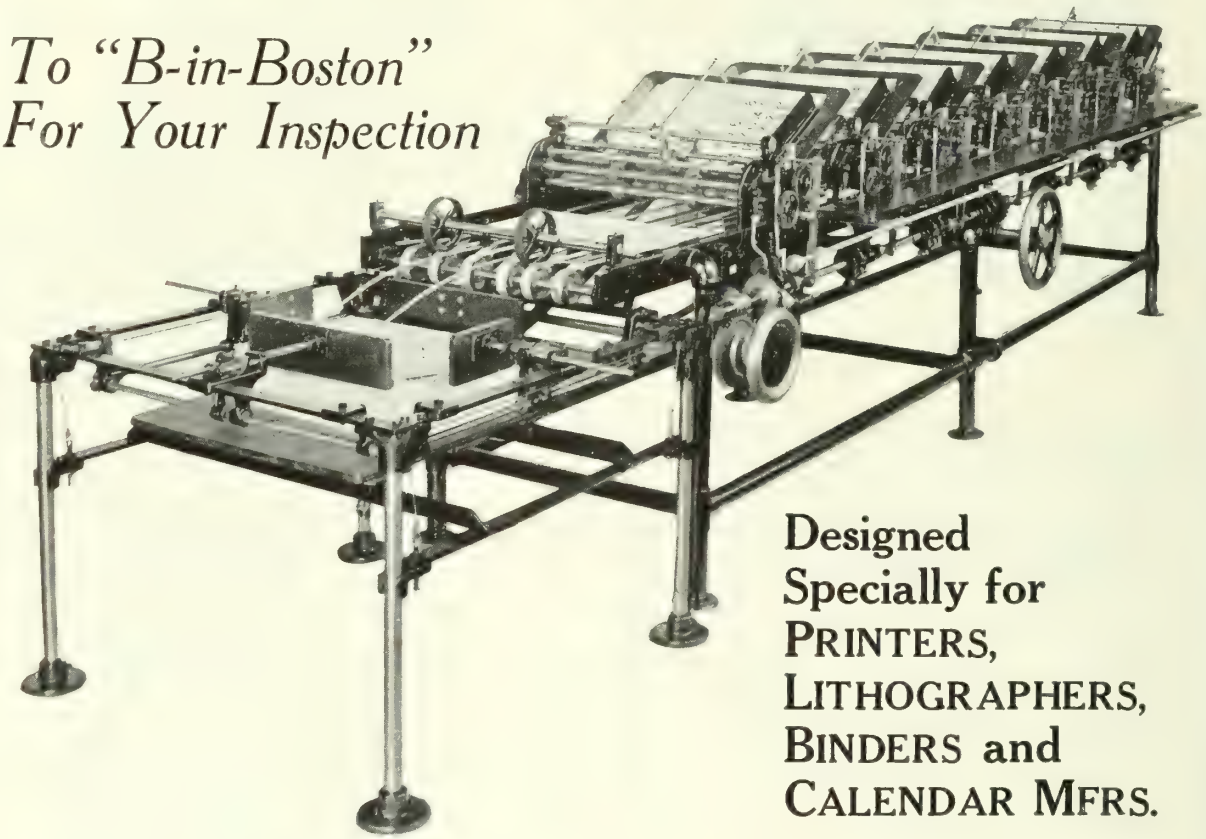
Phone Main 666

The Poor Richard

GENERAL PURPOSE

Sheet Gathering Machine

To "B-in-Boston"
For Your Inspection



Designed Specially for PRINTERS, LITHOGRAPHERS, BINDERS and CALENDAR MFRS.

Sheet Calendars, Calendar Pads, Sales Books, Forms of all kinds, Wall Paper Books, Sample Books, etc.

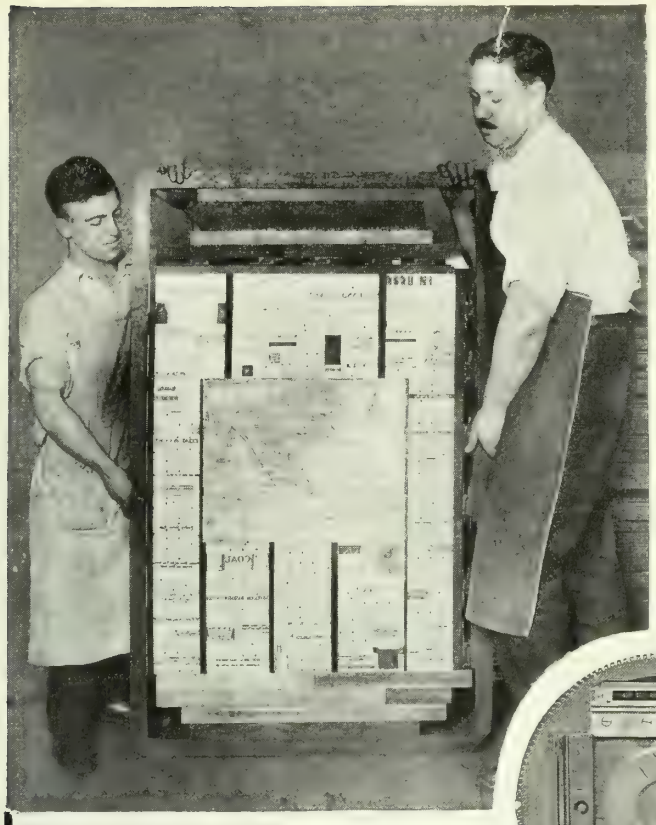
Gathers most any kind of stock up to 14 x 24 inches—other sizes to order, any number of heads, 4 to 13.

A very special offer to Canadian Printers, if orders placed at show.

THE POOR RICHARD CORPORATION

6039 South State Street, Chicago, Ill.

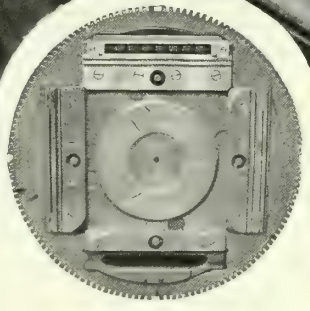
CANADIAN AGENTS: Toronto Type Foundry, Toronto, Ontario



Steve's Stuff in a
Mammoth Two-Color Form



—and, a-Plenty
Still in the Rack

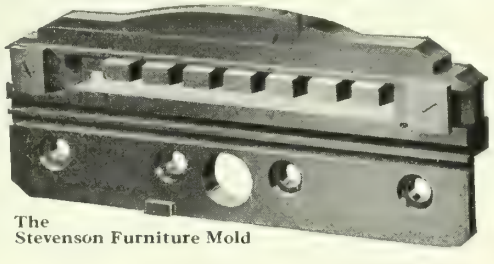


The Stevenson Furniture Mold

produces makeup material that can be cut, mitred, mortised, used over and over, or dumped like dead slugs. One cast, and it is new again. It comes in the handy makeup sizes. A handful or a galleyful. It is quick-action personified. That's why the ad man and the makeup man like it. It is the makeup sizes that are shy in every shop. Every makeup man will tell you so. Your own experience verifies it.

Why Continue the Old Makeshift way?

when Steve's stuff is so much faster, better, and cheap as linotype metal. Cast your own. Ninety per cent. of the type in your forms is cast on your own machines. Why not cast your own space and base?



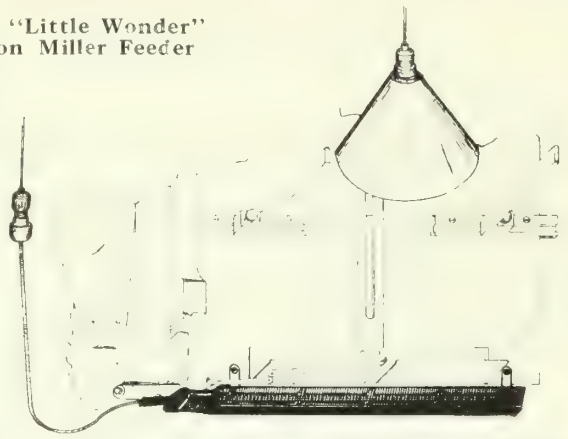
The
Stevenson Furniture Mold

The old way you never have enough. This new way you always have a-plenty. The old time way is stiff, and cumbersome, and costly. This new way is elastic, flexible, and cheap. Ask to-day and receive full particulars to-morrow.

Ashton G. Stevenson, Inc.

400 S. Hoyne Avenue, Chicago, Ill.

A "Little Wonder" on Miller Feeder



Increase Your Profits by Adding the "Little Wonder" Electric Sheet Heater to Your Presses

The "Little Wonder" is designed for Miller Feeders, Kelly Presses, and Cylinder Presses.

Manufactured by the

Little Wonder Electric Heater Co.

3843 W. 42nd Street - - Cleveland, O.

Write to-day for full information regarding a 15 days' trial FREE—Address Dept. C

The Don Valley Paper Co. Limited TORONTO

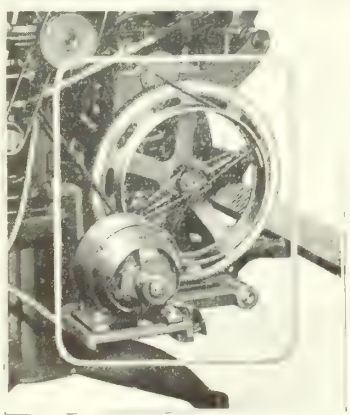
Maple Leaf Bristol	Thorncliffe Cover	Sulphite Envelope
Empire Rope Bristol	Antique Cover	Manilla Envelope
Post Card Bristol	Chocolate Layer Board	Sulphite Tag
Beaver Bristol	Tympan	Manilla Tag

All the above in stock sizes, weights and colors.
Bristols and covers carried in stock in crash finish.
Specialties of all kinds made to specification.

Made in Canada by

The Don Valley Paper Co., Limited

TORONTO, CANADA



Cline Westinghouse Interchangeable Electric Motor Drive

FITS ANY STANDARD TYPESETTING MACHINE AND IS INTERCHANGEABLE.

Write us for further details.

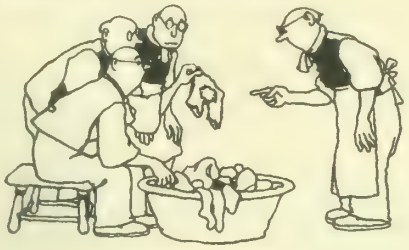
CLINE ELECTRIC MFG. CO.

Chicago New York

· EXHIBITOR ·
Boston Graphic Arts Exposition
August 28 to September 2

The Art of Paper Making as Explained by W. Heath Robinson

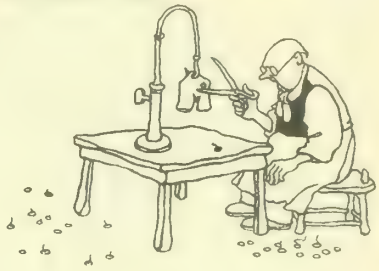
RAG EXPERTS SELECTING THE BEST RAG FOR A SPECIAL PAPER





CARRYING THE RAG TO BUTTON REMOVING DEPT

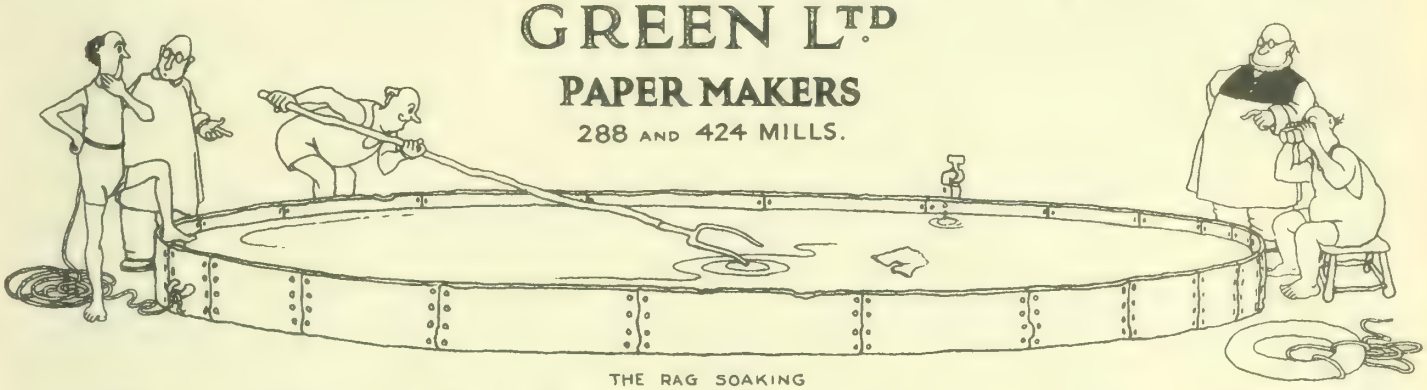
A BUSY AFTERNOON IN THE BUTTON REMOVING DEPT.



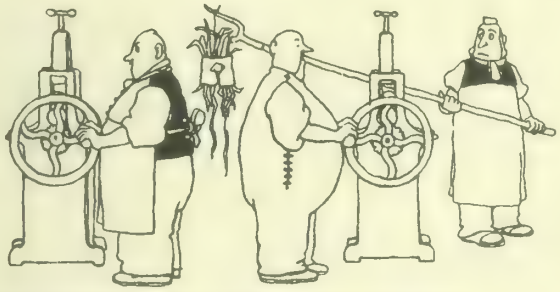
THOMAS & GREEN LTD

PAPER MAKERS

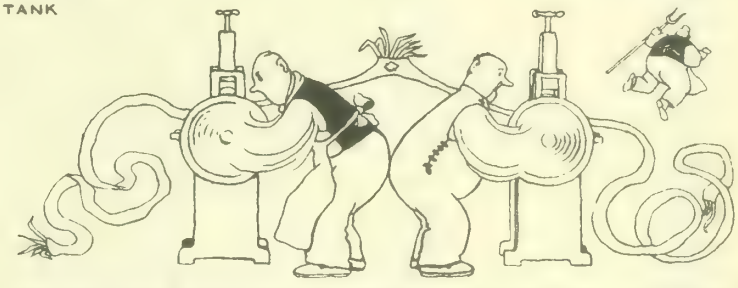
288 AND 424 MILLS.



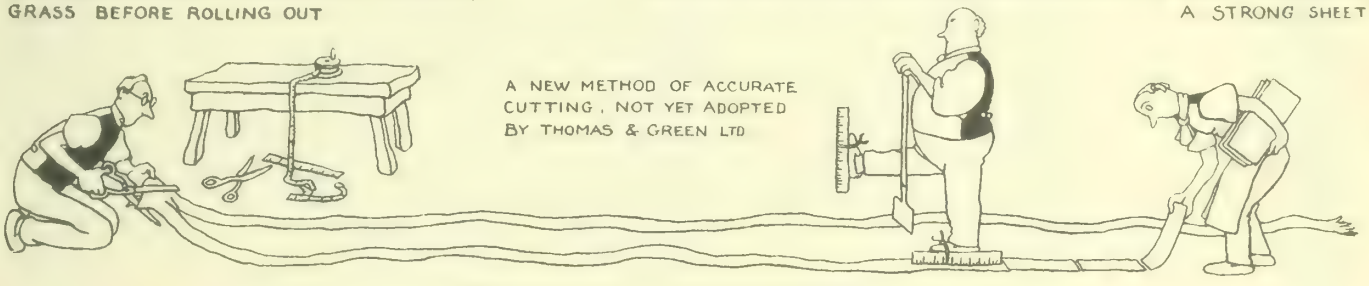
THE RAG SOAKING TANK



THE COMBINATION OF RAG WITH ESPARTO GRASS BEFORE ROLLING OUT



ROLLING OUT. A NEW IDEA FOR DRAWING OUT THE FIBRES TO PRODUCE A STRONG SHEET



A NEW METHOD OF ACCURATE CUTTING, NOT YET ADOPTED BY THOMAS & GREEN LTD

TESTING A COLOURED PAPER FOR RESISTANCE TO FADING



288 AND 424 MILLS ARE NOTED FOR THE LARGEST RANGE OF NON-FADING TINTED PAPERS (FREE FROM MECHANICAL WOOD) IN THE COUNTRY.

OVER 1,000 VARIETIES IN COLOURS, SIZES AND WEIGHTS ALWAYS IN STOCK; SPECIAL SIZE CUT FROM REELS PROMPTLY.

MAKING ORDERS FROM 10-12 CWTS AND UPWARDS.

THE "WHICH IS WHICH?" TEST FOR THE ACCURATE MATCHING OF A CUSTOMER'S SAMPLE



W HEATH ROBINSON

THOMAS & GREEN LT. PAPER MAKERS

SOHO MILLS WOOBURN GREEN BUCKS

Ready To Assist You To Form a Club

Canadian Fellow Craftsmen:

Great strides have been made in the improvement of printing machinery and equipment. More improvements will continue to be made, and kept in use until they in turn are improved upon. Yet machinery and equipment are but a small part of the printed page.

All improvement in machinery must be matched by an improvement in the human element. Printing in its progress, will not only require improved equipment, but also better men. Better men cannot be invented and patented like better machinery. Better men must be grown and made. Like all growth, the process must be internal expansion, by the absorption of information and ideas. Practical men must get together for the exchange of ideas for their mutual advantage in particular and for the trade in general.

The greatest improvement in printing must come, not from doctors, lawyers or contractors, but from printers themselves.

Clubs of Printing House Craftsmen properly founded upon the vision of the progress and possibilities of the printing industries may be made the stepping stones of greater service to the individual, the shop which he represents and the trade as a whole.

Halifax, St. John, Quebec, Ottawa, Hamilton, London, Winnipeg, Calgary, Edmonton, Regina and Vancouver each have an available supply of members to make a club possible, and there is nothing to prevent others from making the attempt.

The Toronto Club of Printing House Craftsmen, through Printer and Publisher, through our secretary, Mr. T. H. Saunders, 19 Duncan St., Toronto, or through our Publicity Committee, will gladly give any assistance possible to those in other Canadian cities in forming similar clubs. There is no organizing equipment or machinery to set new clubs in motion. They are only started as foremen and superintendents in various localities undertake the task.

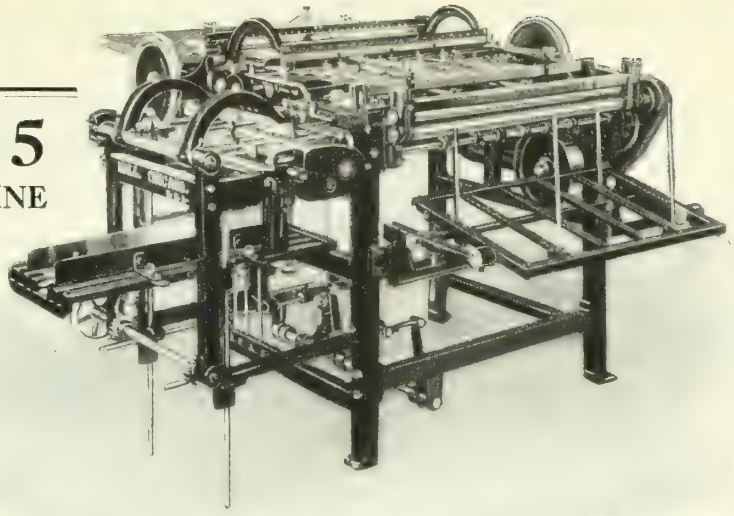
Yours for progress,
CHAS. R. CONQUERGOOD

Chairman Publicity Committee
Toronto Club of Printing House Craftsmen

See it in Boston!

HALL NO. 325
DROP ROLL FOLDING MACHINE

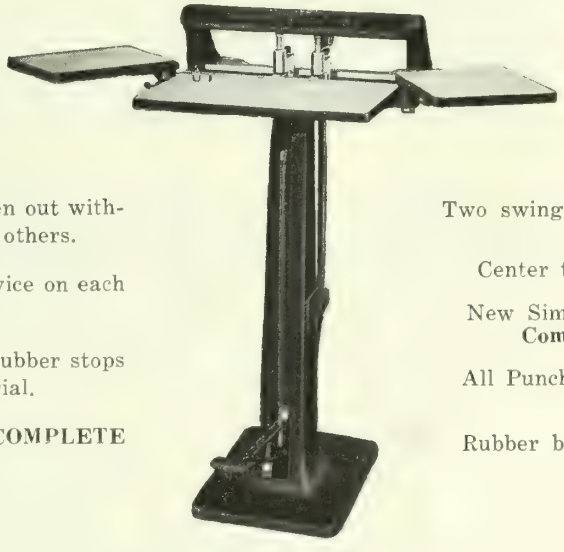
The speed of this machine is 3,500 to 6,000 per hour with accurate register at all speeds. Maximum size sheet 28 x 25 inches; minimum size sheet 8 x 10 inches, 3 folds; minimum size sheet 6 x 9 inches, 2 folds; minimum size sheet 4 x 4 inches, 1 fold. Floor space 7 ft. 6 ins. x 8 ft. 6 in., including feed board. It has many desirable features—see it in action in Boston.



A. W. Hall & Company
216 North Clinton Street
Chicago, Ill.

CANADIAN AGENT:
Printers' Machinery Co., Ltd., 451 King St. W., Toronto

Adzit Greater Leverage Multiple Punch



Any head put in or taken out without disturbing the others.

Independent locking device on each head.

All springs, screws or rubber stops standard material.

EACH SIZE HEAD A COMPLETE UNIT

Two swing feed tables each 10 x 13 inches.

Center table 13 x 19 inches.

New Simple Toggle Leverage. **Compounded 24 to 1.**

All Punchings taken care of in the Pedestal.

Rubber bumpers to absorb the shock.

This Multiple Punch is a simple, substantially made, powerful machine for the small and medium size printers. It has a maximum capacity of seventeen inches between centers. The punches are hardened and ground to an accurate fit with the heat treated die plate.

Round and Open Hole Punches are numbered by the thirty-seconds of an inch, from 4 to 13, inclusive. Open hole, 5/16 and ⅜. Special sizes to order.

Manufactured by

ADZIT PRINTERS SUPPLY CO.

ADZIT BUILDING—Ellsworth—Weston & Market Sts., GRAND RAPIDS, MICH.

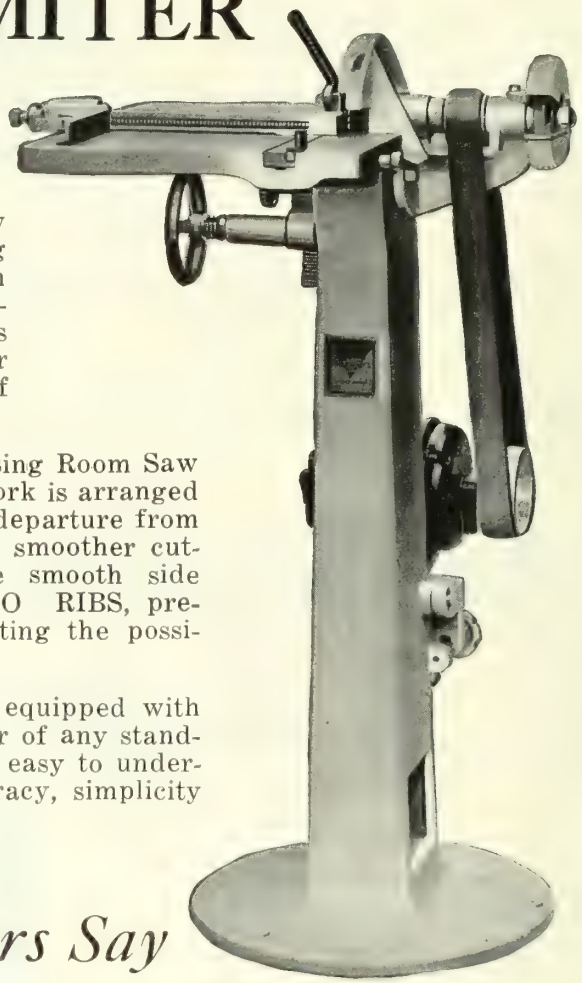
If your dealer does not show, write us for full particulars

Cuts Trimming and Mitering Costs in Half

C. & G. TRIMMITER

"The SAW Born with a Reputation"

SAWS - TRIMS - MITERS



MODEL NO. 2

The C. & G. Trimmiter embodies a new method of sawing, trimming and mitering that permits a perfect trim to less than one pica in length, by points, without adding any attachment. It not only saves time by making it easier for the compositor but is absolutely safe—all possibility of accident is automatically eliminated.

You will never know what a real Composing Room Saw is until you have used the Trimmiter. Work is arranged in front of the gauge. This is a distinct departure from other machines and permits of finer and smoother cutting. On "slug" work you can place smooth side against gauge and vise will engage TWO RIBS, preventing work from fanning and eliminating the possibility of cutting into "face" of slug.

Made in three models, all machines are equipped with miter attachment, miter gauge, and motor of any standard voltage. Compact, easily accessible, easy to understand, they are built for precision, accuracy, simplicity and speed combined with safety.

Read what Some Users Say

"Have been using your Trimmiter for five months and all the good things I could say about it could not be expressed on this sheet. I want to say that it cuts the cost of trimming and mitering in half compared to other saws that I have used, and feel happy in my selection of your saw."

"We never had a saw-trimmer in our office before, but for the life of me I don't see how we got along so far without one. The C. & G. is a dandy and I am sure it will soon pay for itself as a time-saver."

"We are very much pleased with the C. & G. Trimmiter and do not know how we got along without it as long as we did."

The C. & G. is giving very satisfactory service, we are pleased that we decided upon this make after thoroughly testing out other makes of saws."

"The little 'Ad-Alley Model' is a marvel; we have attached it to one end of the 'dump,' it takes very little room and has cut out a lot of lost motion. We like it.

You need this cost-cutter. It's moderately priced. Investigate! Machine on demonstration at

DeCarle-Wareham, Limited

TYPE FOUNDERS

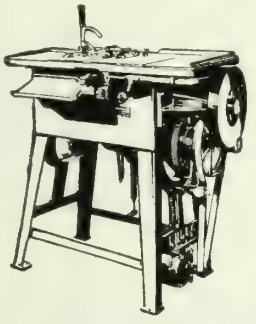
74 Market Street Toronto, Canada

The Ludlow

For Range of Type Sizes

Your advertisers do like the big, bold and extended typefaces. Your keyboard machines go only to 36 point. Your type cases will yield only a few words in 42, 48 and 60 point. The Ludlow casts these in unlimited quantities, as needed—without storage.

"We have just finished a 128-page New Home and Historical Edition. In getting out this edition we have learned to appreciate the Ludlow. Besides the saving in type and other material we were enabled to set a much more varied line of display."—Aurora (Ill.) Beacon-News.



Fill a Page with 48 Point!

Striking effects may be had by a page-full of big typefaces. Department store editorials in page ads may be set in 36, 42, or 48 point.

Wide measure—lines full-page width—may be composed in a big Ludlow stick and justified as one line. It is then cast into two or three slugs which join up perfectly.

Bargain pages may be filled with 48 point prices, as 10c, 59c, or $1.50. The Ft. Wayne News-Sentinel recently carried a 59c page. The "59" appeared 85 times in 48 point bold.

Big italic—close-fitting, undistorted, non-breakable—beautifies a page when judiciously used. Advertisers welcome this. They see so little of it.

Bold and Extended Faces up to 60 point are the forte of the Ludlow. Our matrices are as big and heavy as necessary and free from keyboard limitations.

Twenty fonts per cabinet always insures a wide range of typefaces—in Ludlow matrices—within arm's length of the operator. The Detroit News, with 125 fonts, devotes one cabinet to each series.

No machine changes: Display lines of a dozen sizes and styles are as readily cast as a dozen lines of all one size and style.

Ask us, on your letterhead, for illustrated literature

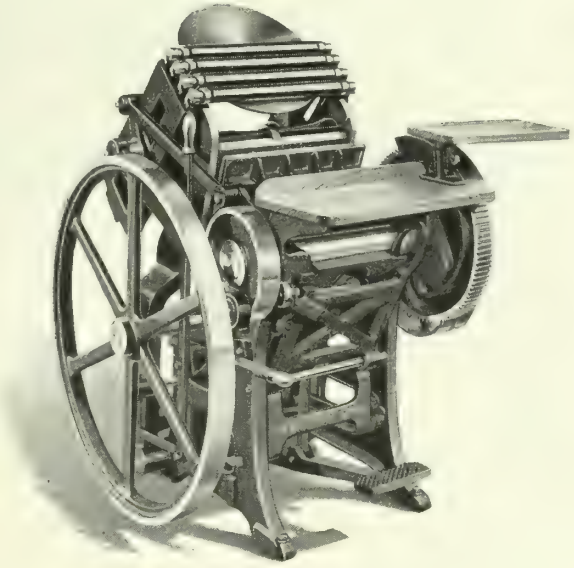
LUDLOW TYPOGRAPH COMPANY
2032 CLYBOURN AVENUE CHICAGO, ILL.
Eastern Office: World Building, New York City

ONTARIO AGENTS:
MONO-LINO TYPESETTING COMPANY, LIMITED
160 Richmond Street West Toronto, Canada

LUDLOW QUALITY SLUG COMPOSITION ABOVE 10 PT.

A New Canadian Press

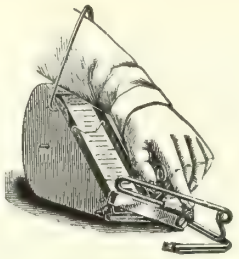
MADE BY MANTON BROS.



Representing Canadian Labor and Canadian Capital

Improved Features: Four rollers running independently of each other; built to give better ink distribution than any other Gordon Press. Heavy, rigid construction, quiet-running. These features combine to make this new Canadian machine superior to any other job press of its kind.

MANTON BROS.
TORONTO



THE ROBERT DICK MAILER

Reduces mailing expense
Efficient
Light
Inexpensive
Addresses (expert) 8,556 an hour
Beats them all
Leads, others follow
Easy to operate

Write to-day for interesting Booklet

REV. ROBERT DICK ESTATE
137 W. TUPPER ST. -:- BUFFALO, N.Y.

Printing
and
Lithographing Machinery
of all kinds

Complete Service for Rebuilding and Moving Presses. Agents for Rosback Perforators and Stitchers, Bunn Tying Machines, Southworth Punches and Holdfast Hangers. All kinds of Printing and Lithographing Materials.

Thomas W. Hall Co. Inc.
409 Ninth Avenue, New York City
2 Blocks from Penn Station

The Only
BRITISH
Process Screens
DIAMOND
for
HALF-TONE, COLOR
and
GRAVURE
List Free:
F. E. Brown & Co.
Guthlaxton St.
Leicester,

$50,000 would not buy my copy of the Ruxton Course

said a Toledo, Ohio, business man.* Fifty-one other men who took the same course two years ago were also asked to sell. *Only one copy* was available —the owner had died. Five of the men said:

"My Ruxton course in copy-writing is worth more to me today than when I purchased it." —G. B. T.,* —*Norwood, Mass.*

"I could not possibly think of parting with any part of the Ruxton Course." —J. M. B.,* *Brooklyn, N. Y.*

"I wouldn't part with my Ruxton lessons under any circumstances." —L. C. V.,* *Seattle, Wash.*

"I should not care to part with it. I appreciate real worthwhile instruction when I see it." —E. A. W.,* *Detroit, Mich.*

"The Ruxton Course is the most valuable I know and is years ahead of all advertising thought of today." —H. D. C.,* *Chicago, Ill.*

Selling by the Printed Word

in every issue of THE PRINTING ART monthly is a similar course of instruction by Robert Ruxton including illustrated criticism of current advertising. It is absolutely different in treatment and principle from anything ever published. The cost of this department alone is very heavy, yet subscribers get it without extra charge —for the subscription price of the magazine.

The Printing Art is a large, beautifully printed monthly magazine averaging 100 pages (9¼ x 12¼). Its full-page illustrations are selected from the entire field of commercial art.

The articles in THE PRINTING ART are intensely practical and interest advertisers, business men, printers, engravers—all who use advertising and who sell by printed words.

We know that THE PRINTING ART is a big value because literally hundreds of business men (unasked) have told us just that —but everyone may decide for himself without obligation. Simply note coupon and act.

* Names given on request.

The Printing Art, Cambridge, Mass.

Gentlemen: Please send me THE PRINTING ART for one year, containing Mr. Ruxton's lessons on writing selling copy. You may send me a bill for $4.00 (Canada, $4.50; Foreign, $6.00) to cover this subscription, which I agree to pay promptly, upon condition that, if at the end of three months I am for any reason not perfectly satisfied, you are to refund the entire sum without question, and I am to keep the magazines without further obligation.

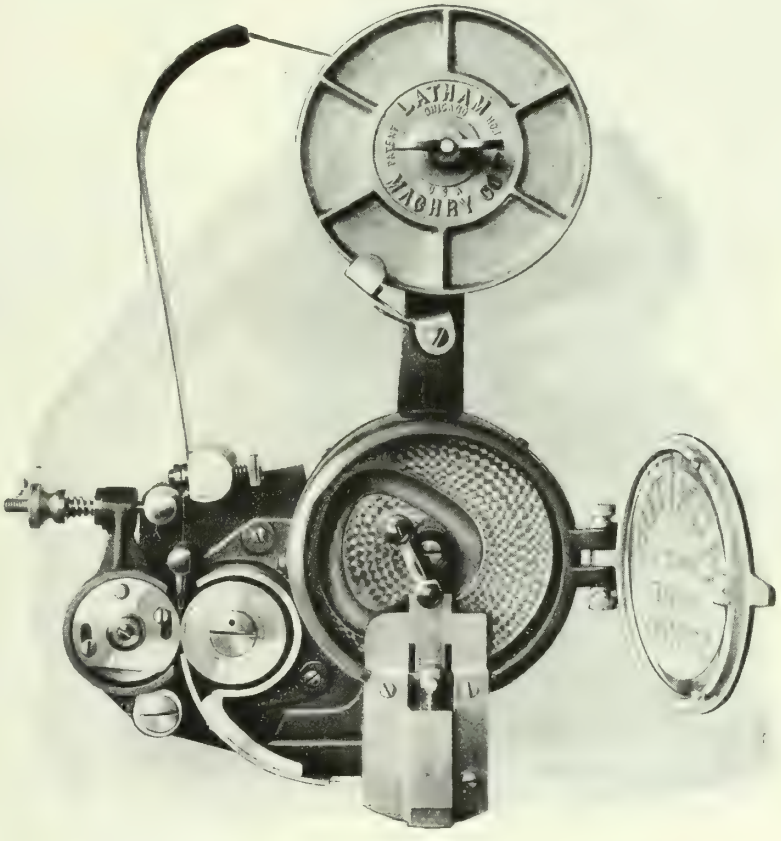
Name _____

Street _____

City and State _____

MONITOR
Quality, Speed, Service

THE GREATEST WIRE STITCHER FOR LIGHT WORK EVER BUILT



In the No. 102 Pamphlet Stitcher, we have successfully combined high speed, simplicity and durability for the light, fast wire stitching work of a bindery. If you have any quantity of this sort of work, it will pay you to investigate this machine.

MONITOR STITCHER No. 102

the head of which is illustrated at the left, can be depended upon to do anything a stitcher of like capacity will do; do it better than any other stitcher regardless of price and continue to do it for a longer period, without adjustments or repairs.

WRITE FOR BOOKLET NO. 31

LATHAM MACHINERY COMPANY

Builders of Monitor Wire Stitchers for Thirty Years

1153 FULTON STREET

BOSTON
531 Atlantic Avenue

CHICAGO

NEW YORK
45 Lafayette Street

CANADIAN REPRESENTATIVES
H. J. Logan, Toronto, Canada
Geo. M. Stewart, Montreal, Canada

FOREIGN REPRESENTATIVES
Wm. Dawson & Sons, Ltd., Otley, England.
Fonderie Caslon, Paris, France.
John Dickinson & Co., Cape Town, South Africa.
Lettergieterij, Amsterdam, Holland.
Carmichael & Co., Ltd., Sydney, Australia.

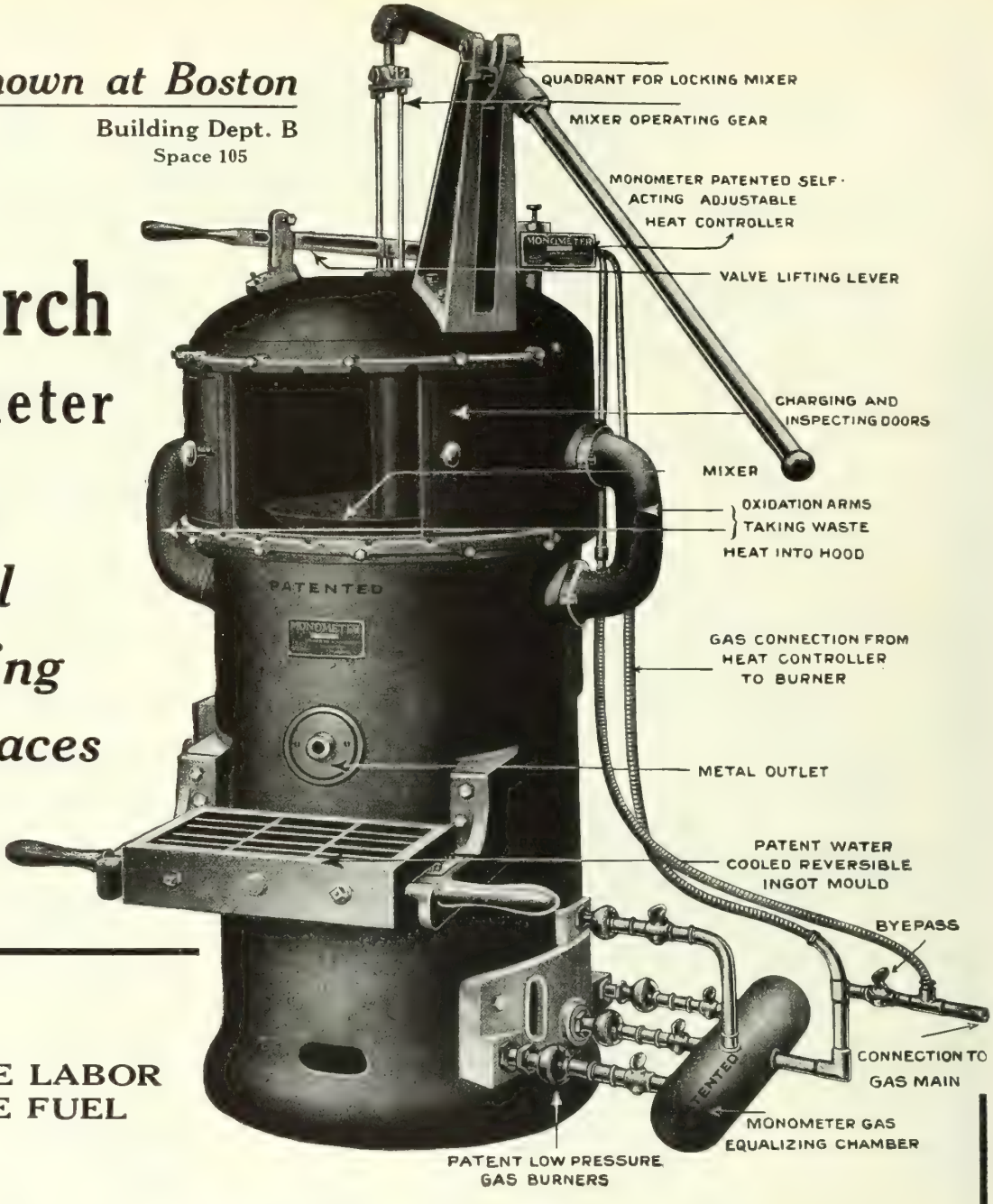
• EXHIBITOR •
Boston Graphic Arts Exposition
August 28 to September 2

To Be Shown at Boston

Building Dept. B
Space 105

Monarch Monometer

Type Metal Melting Furnaces



SAVE LABOR
SAVE FUEL

Cut Out Your Dross Losses

The "Monometer" furnace is operated with complete automatic control of heat which prevents burning of metal, formation of dross and a great saving in gas. It is the most efficient and economical of furnaces for printers. Study the features indicated in the above illustration and remember it will be worth your while to see this furnace in operation at the Graphic Arts Exhibition at Boston. Several thousands now operating in Europe, 9 in New York. In the meantime write for circular.

Sole Manufacturers in United States, Canada and South America

The Monarch Engineering & Mfg. Company

1260 American Building, BALTIMORE, MD., U. S. A. Works, Curtis Bay, Md.

THE NEW No.4 NELSON PUNCHING MACHINE

and equipment establishes a new standard for Utility—Efficiency—Unlimited Power

Consistent with the Nelson policy of advancement, the new No. 4 embodies all the necessary elements to insure proficient and accurate functioning of all parts (stationary or adjustable) under every condition. An enumeration of its exclusive features demonstrates built-in merit:

MINIMUM FLOOR SPACE—like other Nelson models the No. 4 requires the minimum working space.

IMPROVED CLUTCH ARRANGEMENT—insures double the strength and the capacity—clutch pin handles heaviest work.

NEW 18" FLYWHEEL—affords greater driving force with minimum motor capacity.

40% MORE POWER—at the cutting edge.

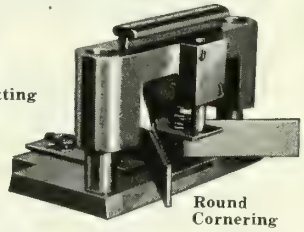
HEAVIEST DUTY MACHINE—now on the market.

These things not only increase the efficiency of the No. 4 as a punching machine, round cornerer or perforator but as a die cutting press places it in a position unsurpassed.

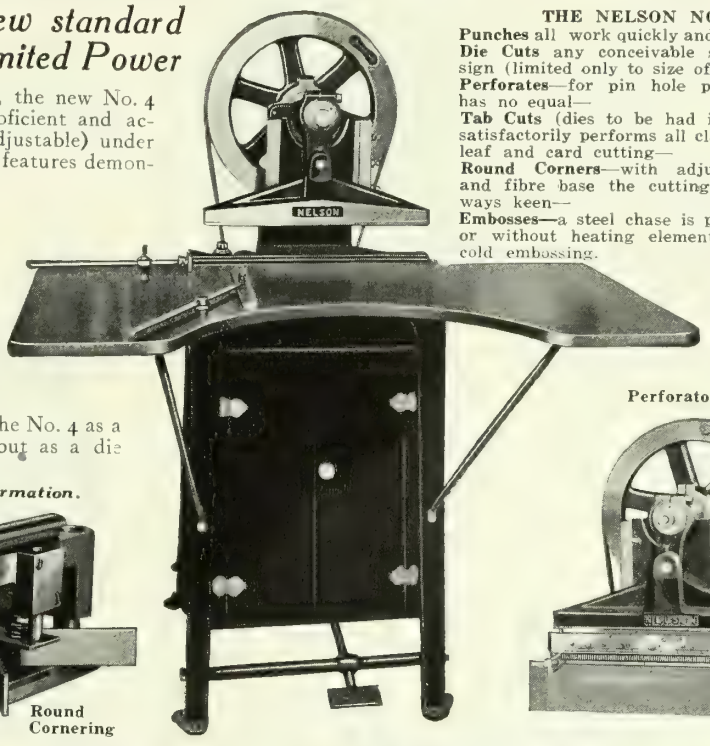
Ask for full information.



Die Cutting



Round Cornering



THE NELSON NO. 4

Punches all work quickly and accurately—
Die Cuts any conceivable shape or design (limited only to size of the plate)—
Perforates—for pin hole perforating it has no equal—
Tab Cuts (dies to be had in sets of 2) satisfactorily performs all classes of loose leaf and card cutting—
Round Corners—with adjustable knife and fibre base the cutting edge is always keen—
Embosses—a steel chase is provided with or without heating element for hot or cold embossing.

Perforator

MANTON BROS., TORONTO

C. R. & W. A. NELSON, Inc.



"Perfection" Model 3-K C

Complete Corner Stitching Service in One Machine

TO MEET the exacting demands required by users of corner stitched boxes, we have designed and built a new "Perfection" Stitching Machine, which will be known as Model 3-KC.

This new design embodies the same characteristics of simplicity and durability which for thirty-six years have marked the progressive trend of the world-known "Perfection" Wire Stitchers.

"Perfection" 3-KC is complete in itself and requires no substitutes, extra parts or special attachments to enable it to do effective work within full range of its capacity. This simplifies operation and avoids lost time. It effectively meets the very exacting service required of a stitching machine in the manufacture of paper boxes.

Note these five salient points:

1. **Equipped with interchangeable gears.**
2. **Direct gear drive motor equipment mounted on top of machine.**
3. **Simplicity of wire feed.**
4. **Gear driven wire feed rollers instantly adjusted to any size of wire and never require attention.**
5. **Narrow stitch for solid stock—wide stitch for corrugated board.**

The J. L. Morrison Co.

Bookbinders' and Paper Box Makers' Machinery

445-447 KING ST. W. : : TORONTO

EQUALLY attractive either as a book or cover paper, UTILITY-ACCORD serves a double purpose. Perfectly matched for color and texture in several weights, it may be used for text or covers for light or heavy mailing units.

UTILITY-ACCORD

Serves the Advertiser Well.

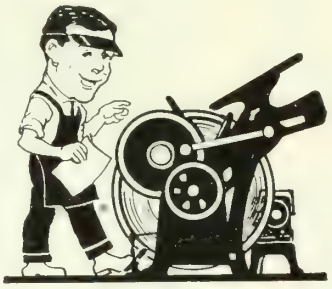
It is made in seven attractive colors in 20x20—65 lbs. and 20x26—130 lbs.; also in 25x38—60 lbs.

Have You a Sample Book of UTILITY-ACCORD?

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STEP ON IT for more *SPEED!*



Just step on the pedal of a Kimble job press motor to go fast or slow. The pressman can increase his speed so gradually that he does not break his "stride", and gets the most out of his press. And he runs the press at the right speed for the job in hand.

Many other points about Kimble motors are explained in latest bulletins.

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KIMBLE ELECTRIC COMPANY

2401 W. Erie Street Chicago, U. S. A.

Address correspondence to nearest representative

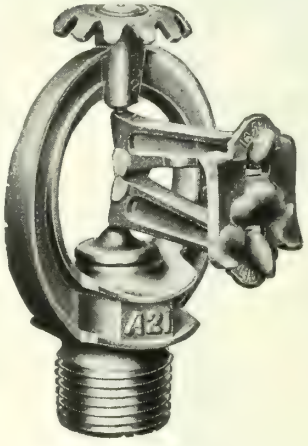
GREAT WEST ELECTRIC CO., LTD., 57 Albert St., Winnipeg, Man., for all points west of Port Arthur and Fort William.

MASCO COMPANY, LTD., 76 Richmond St. E., Toronto, for all points east of Port Arthur and Fort William.

KIMBLE MOTORS

WHERE THERE IS GREAT DANGER OF FIRE

Real Protection is assured if—



Your Paper Box Factory and Printing Plant is protected by this "AUTOMATIC" SPRINKLER. The Insurance Companies like this particular kind—it's reliable.

Estimates furnished—write today to

THE

Bennett & Wright Co., Ltd.

72 Queen St. East, Toronto

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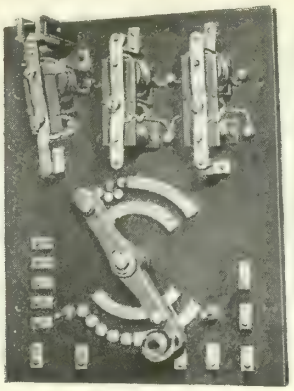
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FOR DENSITY, NON-OFFSET *and* GENERAL EXCELLENCE IN HALF-TONE WORK.

Colour Matching a Specialty

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LIMITED
127 Peter Street Toronto, Canada

ALL OUR INKS ARE MADE IN CANADA
AND HAVE BEEN SINCE 1911



Increasing Press Production

The production of any press or folding machine depends to a great extent upon the methods of control—even the slightest increase in speed or in starting up will add considerably to the day's output.

With the Leslie Predetermined Push Button Control the output is increased by the quickness and simplicity of operation. The pressman always has the press under control by just simply pushing a button. He can move the press half an inch at a time or run at slow motion and then increase to high speed by the same station.

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We maintain a staff specially trained in Print Shop electrical repair work. You can depend on the job being done quickly and thoroughly. Try us.

The Leslie Electric Co.
74 Grange Ave., Toronto
Telephone Coll. 490

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ESLEECK'S THIN PAPERS
MADE AT TURNERS FALLS, MASS. BY
ESLEECK MFG. COMPANY

You may rely on Esleeck's

Onion Skin, Manifold and Thin Bond Papers

Made of New Rag Stock

Useful for duplicate copies of letters, records, legal reports, etc.;
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—for various other purposes requiring thin papers that are strong and durable.

ESLEECK MFG. COMPANY
TURNERS FALLS, MASS.
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GUMMED PAPERS

Have been used for years, and the demand for this Canadian made sheet is growing by leaps and bounds. There is a reason for this. Quality is there, and any jobber can supply your needs promptly.

Canadian Nashua Paper Co.,
LIMITED
PETERBORO, ONTARIO

Sold through all Prominent Jobbers

When

Adverse conditions threaten the quality of the press work.

High color value and good working qualities are essential.

Greater coverage and all'round satisfaction per dollar are desired.

Then

It Pays to Huber-ize

"Huber-izing" means trying a Huber specimen each time you make an ink test. Inquire at our nearest office.

J-M-Huber

Dry Colors *Carbon Black* *Varnishes* *Printing Inks*

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Baltimore Chicago Omaha St. Louis Boston Cincinnati Philadelphia San Francisco
London, England Toronto, Canada *Factories*: Brooklyn, N. Y. Bayonne, N. J. Dola, W. Va. Swartz, La.

HUBER'S *colors in use since 1780*

It Pays to Huber-ize

ALL EXECUTIVES and proprietors of manufacturing plants of the printing and allied industries attending the Exposition will have a wonderful opportunity of seeing all the latest machinery and equipment in actual operation and under one roof. At the

Second Educational

GRAPHIC ARTS EXPOSITION

to be held in Mechanics Building, Boston, August 28th to September 2nd, 1922, conducted by the Boston Club of Printing House Craftsmen (Boston Graphic Arts Exposition, Inc.) in connection with the Third Annual Convention of the International Association of Printing House Craftsmen, they can make comparisons, note all the merits of each machine and every piece of equipment without incurring any obligation or being talked into buying it. In one building they practically visit every well known manufacturer, and best of all, they see all the machines actually working and demonstrating their claims.

And besides the above advantages, Boston, with its incomparable surf beaches, parks and historical points of interest is a wonderful vacation city.

"B" in Boston
Aug.28-Sept.2

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JOSEPH J. DALLAS, Exposition Manager CHESTER I. CAMPBELL, Exposition Advisor

10 High Street, Boston, Mass.

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EVERYWHERE

Send us your delinquent accounts. Let us turn them into cash for you.

No Collection, No Charge—Prompt Returns.

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REFERENCES—The Bank of Nova Scotia and over 200 satisfied Canadian publishers for whom we have been collecting for the last nine years.

The Canadian Mercantile Agency
OTTAWA, CANADA

Filling Your Advertising Columns

Through the FINANCIAL POST you can reach the men who make the advertising appropriations, who have the final say as to the choice of media, as well as a large proportion of Canada's leading advertising agency executives.

Business men see big business on the way. Returning confidence is leading to bigger advertising appropriations.

As a publisher, you want to get your share of the advertising that is now being planned. Look over this list. It shows who reads THE POST.

- —Every Canadian investment house
- —Head office officials in every Canadian bank.
- —Insurance, trust and loan company officials, etc.
- —over 4,000 executives of leading industrial and commercial institutions.
- —Advertising Agency executives.

Let us tell you how by advertising in THE FINANCIAL POST you can increase the volume of advertising in your own publication.

THE FINANCIAL POST
143 University Ave, TORONTO

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Appraisals made for Printing Plants Exclusively

Graphic Arts Appraisal Co.
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TORONTO, ONT.
TELEPHONE: ADELAIDE 7666

THE firms listed in this Buyers' Guide are all advertisers in PRINTER AND PUBLISHER. *Refer to the ads. by consulting the Index. Our interests are mutual—tell the advertisers you read their ad. in* PRINTER AND PUBLISHER. *Patronize* PRINTER AND PUBLISHER *advertisers—they are all definitely interested in the promotion of efficiency in equipment and service in Canada's allied printing trades.*

ADDRESSING MACHINES

Challenge Machinery Co., The, Grand Haven.
Pollard-Alling Co., New York.
Toronto Type Foundry Co., Ltd., Toronto.
Miller & Richard, Toronto, Ont.

BAILERS FOR WASTE PAPER

Golding Mfg. Co., Franklin, Mass.
Logan, H. J., Toronto, Ont.
Miller & Richard, Toronto, Ont.
Stephenson, Blake & Co., Toronto.
Stewart, Geo. M., 92 McGill St., Montreal.
Toronto Type Fdry Co., Ltd., Toronto, Ont.

BINDERY EQUIPMENT AND SUPPLIES
(See also CUTTING MACHINES)

Adzit Printer's Supply Co., Grand Rapids, Mich.
Anderson, C. F., & Co., Chicago.
Berry Machine Co., St. Louis, Mo.
Dexter Folder Co., New York.
Golding Mfg. Co., Franklin, Mass.
Hall Co., Inc., Thomas W., New York.
Hall, A. W., & Co., Chicago.
Hickok Mfg. Co., Harrisburg, Pa.
Logan, H. J., Toronto.
Machine Builders Ltd., Montreal.
Morrison Co., J. L., Toronto
Nelson, Inc., C.R., & W. A., Chicago.
Poor Richard Corpn., The, Chicago.
Stephenson, Blake & Co., Toronto.
Stewart, G. M., Montreal.
Toronto Type Fdry Co., Ltd., Toronto, Ont.

BINDERS—LOOSE LEAF

Brown Bros., Limited, The, Toronto.
Vawter-Luckett Co., Toronto.

BRONZING MACHINES

United Printing Machinery Co., Boston.

COMPOSING ROOM EQUIPMENT
(See also LEADS, SLUGS AND TYPE)

The following list covers Iron Furniture—
Challenge Machinery Co., The, Grand Haven, Mich.
DeCarle-Wareham Co., Toronto.
Hall Co., Inc., Thomas W., New York.
Hamilton Mfg. Co., Two Rivers, Wisconsin.
Manton Bros., Toronto.
Miller & Richard, Toronto, Ont.
Printers' Ideal Equipment Mfg. Co., Toronto.
Stephenson, Blake & Co., Toronto.
Toronto Type Fdry Co., Ltd., Toronto, Ont.

COUNTING MACHINES

Manton Bros., Toronto.
Miller & Richard, Toronto, Ont.
Stephenson, Blake & Co., Toronto.
Toronto Type Fdry Co., Ltd., Toronto, Ont.

CUTTING MACHINES—PAPER

Hall, A. W., & Co., Chicago.
Golding Mfg. Co., Franklin, Mass.
Manton Bros., Toronto.
Miller & Richard, Toronto, Ont.
Morrison Co., J. L., 445 King St. W., Toronto.
Printers' Machinery Co., Limited, Toronto.
Stephenson, Blake & Co., Toronto.
Toronto Type Fdry Co., Ltd., Toronto, Ont.

COLLECTION AGENCIES

Canadian Mercantile Agency, Ottawa.
Dominion of Canada Credit Service, Toronto.

DIE CUTTING

Levy & Co., Toronto, Ont.

EFFICIENCY EXPERT

Pepper, J. L., 102 Adelaide St. W., Toronto.

ELECTROTYPING AND STEREOTYPING

Rapid Electrotype Co., Ltd., Toronto.
Toronto Electrotype & Stereotype Co., Toronto.

FEATURES

Weekly Pages
Camera News; Fashion; Children's Feature.

3-A-Week
Radio; Hints for the Motorist; Handicraft in the Home.

Daily Features-Comic
Hanny's Cartoons; Us Kids; Smiles; Noozie; Jingles.

Other Dailies
Pertinent Portraits; Fashion Hints; Puzzles.

Special Series
72 Lessons in Baseball; 24 Lessons in Boxing; 48 Classified Promotion Ads; 84 Useful Bird Citizens.

Miscellaneous
Weekly House Plans; The Ad-Route—a monthly house organ for newspapers—By W. S. Ball

Proofs, prices and sample mats with pleasure on request.

The International Syndicate
22 years of Unfailing Feature Service
Baltimore, Maryland

For Sale

Belknap Addressing Equipment

Having installed the Pollard-Alling Equipment in our Subscription Department, we are offering the following for sale at attractive prices. This equipment is still in actual operation and is in good condition.

1 Envelope addressing machine
Model 1, Serial No. 606, Style D
1 Envelope addressing machine
Model 3, Serial No. 406, Style B
1 Monarch stencil cutting typewriter
Model 3, Serial 73377
1 Royal stencil cutting typewriter
Model 10
365 Tin boxes for holding stencils
1 Belknap mailing machine, including paper cutting attachment, chains, gears and small accessories.

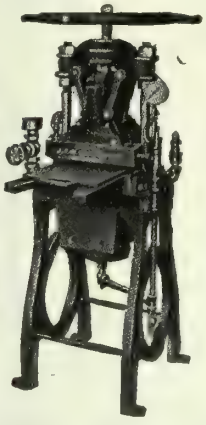
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143 University Avenue, Toronto

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will soon be here. Send "The Canadian Printer and Publisher" to your printer friends as a Christmas Gift—$3.00 per year.

Buyers' Guide

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Make your own rubber stamps with very little extra equipment.

Send For Catalog.

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BALTIMORE - MD.

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Machine Finish, Special Magazine and Antique Finish
BOOK, MAGAZINE, COATING, LITHOGRAPH and MUSIC
PAPERS
Mills at Ticonderoga, N. Y.
Sales Department
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BERRY ROUND HOLE CUTTER
Drills or "cuts" clean holes through any paper or pasteboard stock ten times as fast as a die punch.
Will drill from one to six holes in one operation.
Built in Four Models.
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300 N. Third St. St. Louis, Mo.

Buntin Gillies & Co. Limited
WHOLESALE Stationers and Paper Dealers
HAMILTON

ELECTROTYPE AND STEREOTYPE BASES
Challenge Machinery Co., The, Grand Haven, Mich.
Miller & Richard, Toronto, Ont.
Toronto Type Foundry Co., Ltd., Toronto, Ont.

ELECTROTYPE METAL
Canada Metal Co., Limited, Toronto.

EMBOSSING EQUIPMENT
Golding Mfg. Co,. Franklin, Mass.
Stephenson, Blake, & Co., Toronto.
Manton Bros., Toronto.
Miller & Richard, Toronto, Ont.
Toronto Type Fdry Co., Ltd., Toronto, Ont.

ENGRAVERS' EQUIPMENT
Engravers' Machinery Co., of Can., Ltd., Mont.

ENGRAVERS
Legge Bros., Toronto, Ont.

ENVELOPE MANUFACTURERS
Dawson, Ltd., W. V., Montreal and Toronto.
Toronto Envelope Co., Toronto.

ESTIMATING AND COST SYSTEMS
Porte Publishing Co., Salt Lake, Utah, U.S.A., and 32 Temperance St., Toronto.

FEATURES AND READY PRINT SERVICE
International Syndicate, Baltimore, Md.

FURNACES
The Monarch Eng. and Mfg. Co., Baltimore, Md.

FIRE EXTINGUISHER
Bennett & Wright Co., Toronto.

GUMS, PADDING AND PASTES
Beveridge Supply Co., Ltd., Montreal, Que.
Wilson Munroe Co., Toronto.

INK (PRINTING) MANUFACTURERS
(*Including Bronzing Powders.)
Ault & Wiborg Co., Toronto, Ont.
Charles Bush, Limited, Toronto.
Canada Printing Ink Co., Toronto.
Columbia Printing Ink & Roller Co., Vancouve B.C.
Dominion Printing Ink Co., Ltd., Toronto.
Huber Ink Co., Toronto.
Manton Bros., Toronto, Ont.
Shackell, Edwards & Co., Ltd., Toronto.
Sinclair, Valentine & Hoops, Ltd., Toronto, Ont.

LABEL PRINTING
Levy & Co., Toronto, Ont.

LEADS, SLUGS AND TYPE
DeCarle-Wareham Co., Toronto.
Manton Bros., Toronto.
Miller & Richard, Toronto, Ont.
Stephenson, Blake & Co., Toronto.
Toronto Type Fdry Co., Ltd., Toronto, Ont.

LITHOGRAPHERS
Goes Lithographing Co., Chicago, Ill.

MAILING MACHINES
Miller & Richard, Toronto, Ont.
Chauncey Wing's Sons, Greenfield, Mass.
Pollard-Alling Mfg., Co., The, New York.
Rev. Robert Dick Estate, Buffalo, N. Y.

MAILING GALLEYS
Challenge Machinery Co., The, Grand Haven, Mich.
Manton Bros., Toronto.
Miller & Richard, Toronto, Ont.
Toronto Type Fdry Co., Ltd., Toronto, Ont.

MELTING POTS, ELECTRIC
Cline Electric Co., Chicago, Ill.

METAL
(For all kinds of Typesetting Machines and for stereotyping purposes.)
Canada Metal Co., Limited, Toronto.

METAL FURNITURE
Challenge Machinery Co., The, Grand Haven, Mich.
DeCarle-Wareham Co., Toronto.
Manton Bros., Toronto.
Miller & Richard, Toronto, Ont.
Mono-Lino Typesetting Co., Toronto.
Toronto Type Fdry Co., Ltd., Toronto, Ont.

MOTORS AND TRANSMISSION
Cline Electric Co., Chicago, Ill.
Hall Co., Inc., Thomas St., New York City.
Kimble Electric Co., Chicago.
Leslie Electric Co., Toronto.
Manton Bros., Toronto, Ont.
Printers' Machinery Co., Limited, Toronto.
Toronto Type Fdry Co., Ltd., Toronto, Ont.

PAPER MANUFACTURERS AND DEALERS
Beveridge Supply Co., Ltd., Montreal, Que.
Brown Bros., Limited, The, Toronto.
Stevenson, Ashton, G., Inc., Chicago.
Toronto Type Foundry Co., Ltd., Toronto.

Don't write your past due subscribers that you'll cut them off your mailing list unless they pay up immediately. Such letters *do not pull*—the subscriber figures you are wiping him off entirely, so he doesn't pay and you have lost him forever. *Do this instead*—send us a list of your past dues, showing the amounts required to pay them ahead up to the end of the current year. We'll quickly turn those past dues into paid-ahead subscribers again, like we are doing now for other publishers all over Canada. Purely Commission basis.
$ $ $
$ $
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P. O. BOX 156 TORONTO

NOW is the time to Buy—don't wait. Consult these advertising pages. Our advertisers will *save* you money—Buy *Now*.

Boston Expects You
AUG. 28th TO SEPT. 2nd

KRAUSE "YR" UNIVERSAL MACHINE
A Little Bindery in itself
WILL DO ROUND CORNERING-PUNCHING EYE LETTING-THUMB-HOLES-INDEX CARD CUTS-ANGLE CUTS ETC.
A GOOD AND SMALL INVESTMENT FOR EVERY PRINTER AND BOOKBINDER
LARGE STOCK-PROMPT DELIVERY.
HOFFMANN TYPE & ENGRAVING CO.
114-116 E. 13TH ST. NEW YORK CITY.

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Confidential Secretary to Men of Means

By Appointment

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Announcements, Invitations, Professional and Visiting Cards, Addresses, Resolutions, etc.

Fast Service and Expert Workmanship on

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When things go wrong call

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Such accounts are steady and profitable for the printer.
Through THE FINANCIAL POST you can reach the men who buy printing for these important institutions as well as the men higher up who have the final say in buying policies.

THE FINANCIAL POST reaches
—Every Canadian investment house.
—Head office officials in every Canadian bank.
—2,200 bank managers.
—Insurance, trust and loan company officials, etc. and
—over 4,000 executives of leading industrial and commercial institutions.

Ask us to tell you how to reach the buyers of good printing

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143 University Ave., Toronto

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Rates (payable in advance.): Two cents per word. Count five words when box number is required. Each figure counts as one word. Minimum order $1.00. Display rates on application.

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Butler & Jones, Toronto, Ont.
Canada Paper Co., Toronto.
Dawson Ltd., W. V., Montreal.
Don Valley Paper Co., Toronto, Ont.
Esleeck Mfg. Co, Turner's Falls, Mass
Halls Paper Co., Ltd., Fred W., Toronto, Ont.
McFarlane, Son & Hodgson, Montreal, Que.
Niagara Paper Mills, Lockport, N.Y.
Ritchie & Ramsay, Ltd., Toronto, Ont.
Rolland Paper Co., Ltd., Montreal, Que.
Scott Ltd., J. & J., New York City.
Thomas & Green, Ltd., Woodburn, Green, Bucks.
Ticonderoga Pulp & Paper Co., New York.
United Paper Mills, Ltd., Toronto.
Whyte Paper Co., Ltd., Toronto.
Wilson-Monroe Co., Toronto.

PAPER, TYMPAN

Cromwell Paper Co. The Chicago, U.S.A.
Don Valley Paper Co., Ltd., The, Toronto.
Wilson-Monroe, Co., Toronto.

PAPER RULING EQUIPMENT

Hickok Mfg. Co., Harrisburg, Pa.
Stephenson, Blake & Co., Toronto, Ont.
Toronto Type Foundry Co., Ltd., Toronto.

PAPER, MAILING AND MATRIX

Beveridge Supply Co., Ltd., Montreal, Que.

PENMANSHIP

J. A. Baker, Toronto.

PRESSES, ROTARY

Duplex Printing Press Co., The, Battle Cree Michigan.
Goss Printing Press Co., Chicago, Ill.
Hoe & Co., 504-520 Grand St., New York.

PRINTING PRICE LISTS

Porte Publishing Co., Toronto.

PRESSES AND OTHER EQUIPMENT

(Includes Cylinder and Job Presses, Gauges, etc. See Embossing, Etc.)

Anderson, C. F., & Co., Chicago.
Babcock Printing Press Co., New London, Conn.
Challenge Machinery Co., The, Grand Haven, Michigan.
Golding Mfg. C., Franklin Mass.
Goss Printing Press Co., Chicago.
Hoe & Co., R., New York.
Hall Co, Inc., Thos. W., New York.
Little Wonder Electric Heater Co., Cleveland, O.
Linotype & Machinery Ltd., London, Eng., and 68 Temperance St., Toronto.
Manton Bros., Toronto, Ont.
Megill, Ed., 60 Duane St., New York City
Miehle Printing Press & Mfg. Co., Chicago.
Morrison Co., J. L., Toronto, One.
Premier & Potter Ptg. Press Co., Inc., New Yor
Printer's Machinery Co., Ltd., Toronto.
Scott, Walter, & Co., New York.
Stephenson, Blake & Co., Toronto.
United Printing Machinery Co., Boston.
Machine Builders Ltd., Montreal.
New Era Mfg. Co., Patterson, N. J.
Toronto Type Foundry Co., Ltd., Toronto

PULLEYS

Horton Mfg. Co., Minneapolis, Minn.
Manton Bros., Toronto.

"REDUCOL"

Manton Bros. Toronto

ROLLERS

Ault & Wiborg Co., of Can., Ltd., The, Toronto.
Canada Printing Ink Co., Ltd., Toronto.
Columbia Ptg. Ink & Roller Co., Vancouver, B.C
Manton Bros., Toronto, Ont.
Sinclair Valentine & Hoops, Toronto

RUBBER STAMP EQUIPMENT

Dorman, The J.W.F., Co., Baltimore, Md.

TINNING, ETC.

Clover Calendar Metal Co., Toronto.

TYPE-HIGH MACHINES

Challenge Machinery Co., The, Grand Haven.
Toronto Type Foundry Co., Ltd., Toronto.

TYPE, LEADS AND SLUGS

(Includes Type of all kinds Wood, Brass or Lead.)

D Carle-Wareham Co., Toronto.
Manton Bros., Toronto.
Miller & Richard, Toronto.
Toronto Type Foundry Co., Ltd., Toronto.
Stephenson, Blake & Co., Toronto.

TYPESETTING

Mono-Lino Typesetting Co., Ltd., Toronto.
Trade Compositon Co., Toronto.

TYPESETTING MACHINES AND PARTS

Canadian Linotype Ltd., Toronto.
Intertype Corpn., Brooklyn, N.Y.
Lanston Monotype Machine Co., Toronto.
Lincgraph Co., Davenport, Iowa.

—punchy
—pointed
—profitable

those three words accurately describe the most compact, comprehensive publication reaching progressive printers

The Business Printer

Your name and address written on the margin of this ad will bring to you, free of charge, eight consecutive peppy issues of The Business Printer

The Porte Publishing Co.
32 Temperance St.
Toronto.

B *in* Boston

ELECTROTYPING and Stereotyping at any one of our three plants. All orders filled promptly. Service and quality on every order.

RAPID ELECTROTYPE CO., LIMITED

Montreal Toronto London Windsor

Gummed Label Printing

for the Trade

TAKE YOUR ORDERS, ANY QUANTITY, SHAPE, ONE OR MORE COLORS, AND SEND THEM TO

Levy & Company

122 Richmond St. W., Toronto

Adelaide 2439

Dieing Out Work

ANY CONCEIVABLE SHAPE OR QUANTITY---SATISFACTION GUARANTEED

Mail orders attended to promptly

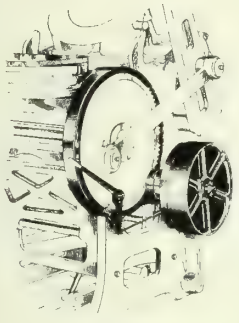
Padding Composition *Flexible Glues*

The
Columbia Printing Ink & Roller Co.
Manufacturing
Fine Printing Inks
and
"Hercules" Printers' Rollers
ALL SIZES FOR ALL CLIMATES

Show Card Inks—Artists' Drawing Inks—Marking and Stencil Inks (soluble in oil or water)—Rubber Stamp Inks—Laundry Inks—Steel Die Inks—Artists' Oil Colors—Label Paste for Tin or Glass.

1063 Hamilton St., Vancouver, B.C.

HORTON VARIABLE SPEED DRIVES
SAVE
TIME
POWER
MOTORS
MACHINES
EASY TO INSTALL
SIMPLE TO OPERATE
INEXPENSIVE TO MAINTAIN



Drive Shaft Model "R" on a C. and P. Press with Horton Upper Gear Guard.

Other Models
In countershaft type or for direct connection to motors.
Write for Descriptive Price List.
Horton Manufacturing Company
Cable Address "HORTOKUM"
Minneapolis, Minn.
In Use Thruout the World

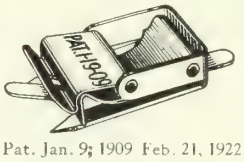
METAL EDGING
(TINNING)
FOR YOUR CALENDARS, ADVERTISING HANGERS, DISPLAY CARDS, ETC., ARE PROMPTLY AND CAREFULLY HANDLED BY
THE COOPER CALENDAR METAL COMPANY
12-16 PEARL STREET - TORONTO, ONTARIO
PHONE ADELAIDE 5547
THE ONLY SPECIALTY OF ITS KIND IN CANADA
WE ARE COMPLETELY EQUIPPED FOR, AND SPECIALIZE IN METAL EDGING AND METAL SLIDES, AND SOLICIT YOUR PATRONAGE. . . TRY US ONCE—YOU'LL CONTINUE TO.

Beveridge Supply Co. Limited
628 - 630 St. Paul St. West, Montreal

Papers of All Kinds for all Purposes
BRISTOLS—WHITE AND COLORED
COMMERCIAL AND COATED BLANKS
BINDER, WOOD AND CHIP BOARDS
GUMMED PAPERS
GUMMED TAPES in all usual widths,
TISSUES, white and colored
PASTE POWDERS : GLUES : PADDING GUMS
Samples and Prices on application

B *in* Boston
August 28 to
September 2

STRAIT'S PATENT LEVER FEED GUIDE



Pat. Jan. 9, 1909 Feb. 21, 1922

Particularly efficient where space will not permit the use of quads or any other guide or pin.
Original Style—Without Tongue.
Improved Style—With Tongue.
Sold by Dealers Everywhere.
H. H. STRAIT
Overland, Mo., U. S. A

The **Speedaumatic** *Company*
MANUFACTURING
THE MULTI-MAILER SYSTEM
817-825 WASHINGTON BLVD
PHONE HAYMARKET 7865
CHICAGO

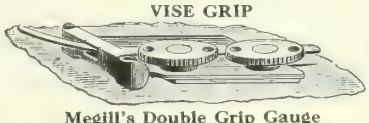
EVERY Circulation Manager with a daily mail list of over 1,500 should send for our new booklet, "SUGGESTIONS FOR HANDLING THE SMALL MAIL LIST." Crammed with ideas — suggestions — methods that all can use. Shows how 90 per cent. of subscriber complaints can be prevented. Send for YOUR copy.

Classified Advertisements
On Pages 62, 63, 64

McFarlane, Son & Hodgson, Limited
Wholesale Paper Dealers and Stationers
14 ST. ALEXANDER STREET : MONTREAL

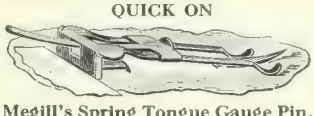
JOB PRESSES RUN PROFITABLY WITH MEGILL'S GAUGES

VISE GRIP



Megill's Double Grip Gauge
By the set of 3 with key and extra tongues.

QUICK ON



Megill's Spring Tongue Gauge Pin.
By the dozen or set of 3.

Accurate automatic register is obtained with Megill's Automatic Register Gauge. Saves its costs quickly in doing color or other fine register work on the job press. Free booklet.

Get them from your Type Founder or E. L. Megill, Pat. and Mfr., 763 Atlantic Ave., Brooklyn, New York

Phone: Adelaide 7666

Ideal Equipment Mfg. Co.

102 Adelaide Street W., Toronto

Composing Room Furniture

When in Toronto it will pay you to visit our showroom at 102 Adelaide Street West and inspect our new line of time and space saving composing room furniture and other equipment.

Galleys of all Sizes

Made in Canada

We Manufacture Printing Office Furniture Suitable for Newspaper Publishers as well as Job Printers

Buy in Canada

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PHONE ADELAIDE 7666

Trade Composition Co.

102 ADELAIDE STREET WEST TORONTO

Specialists in Monotype Products



Anything you require in the line of MONOTYPE COMPOSITION, or MAKE-UP, TYPE, RULES, LEADS, SLUGS and SPACING MATERIAL interests us—our QUALITY and PROMPT SERVICE will interest you.



DAY SERVICE

We Would Like You to Send Us Your Next Order

NIGHT SERVICE

"for better printing"

MAY every good craftsman use CANADA INKS, and make his work the joy it ought to be.



Canada Printing Ink Co.

LIMITED

15 DUNCAN STREET, TORONTO



The Mark of the Craftsman

THE Mark of the Craftsman is unmistakable. It stamps every work that he does with the intangible something, "everywhere pervasive and nowhere emphatic," that is Style. To provide him with material fit for his skill, the Mergenthaler Linotype Company has produced Linotype Typography. Available on every Linotype everywhere, for every work from a card to a book de luxe, it equips the printer with a scientific and orderly series of perfectly designed faces, each accompanied by its own series of perfectly related ornament.

TYPOGRAPHY (LINOTYPE)

This page is entirely LINOTYPE composed. The face is Old Style No. 7. The decoration is matrix slides 2 point No. 404 and 6 point No. 516; border matrices, 12 point Nos. 1024, 1025, 1026, 1027, and 1028. Specimen sheets of Linotype-typography faces and related ornament will be sent on request. They illustrate what is meant by "THE MARK OF THE CRAFTSMAN"

CANADIAN LINOTYPE LIMITED

119 Adelaide Street, West

TORONTO, ONTARIO

Exhibitors at Boston Graphic Arts Exposition

This advertisement is composed entirely of LINOTYPE *material*

THE CANADIAN PRINTER & PUBLISHER

THE MACLEAN PUBLISHING CO. LIMITED
TORONTO - MONTREAL - WINNIPEG

ART PHOTO BOOK

A profitable paper to use on color work

Art Photo Book meets every requirement for multicolor printing—has a fine printing surface which enables the pressman to bring out each detail of the plates to its true value.

Art Photo Book is a paper which neither stretches nor curls. It has strength, bulk and wearing qualities, and can be depended upon to meet with the approval of your customer.

A Big feature of Art Photo Book is its moderate price. Send for prices and samples showing results with half tones and color work.

Stocked in all sizes and weights

MADE IN TRADE MARK CANADA

CANADA PAPER CO. LIMITED

MONTREAL TORONTO WINDSOR MILLS, P. Q.

Western Agents: BARKWELL PAPER CO., WINNIPEG

DOMINION
NONE BETTER
INKS

DOMINION
Printing and Lithographing
INKS

Striving Ever to
Make Them Better
Has Made Them
the BEST

THE
DOMINION PRINTING INK
AND COLOR COMPANY, LIMITED

128-130 Pears Avenue, Toronto, Canada

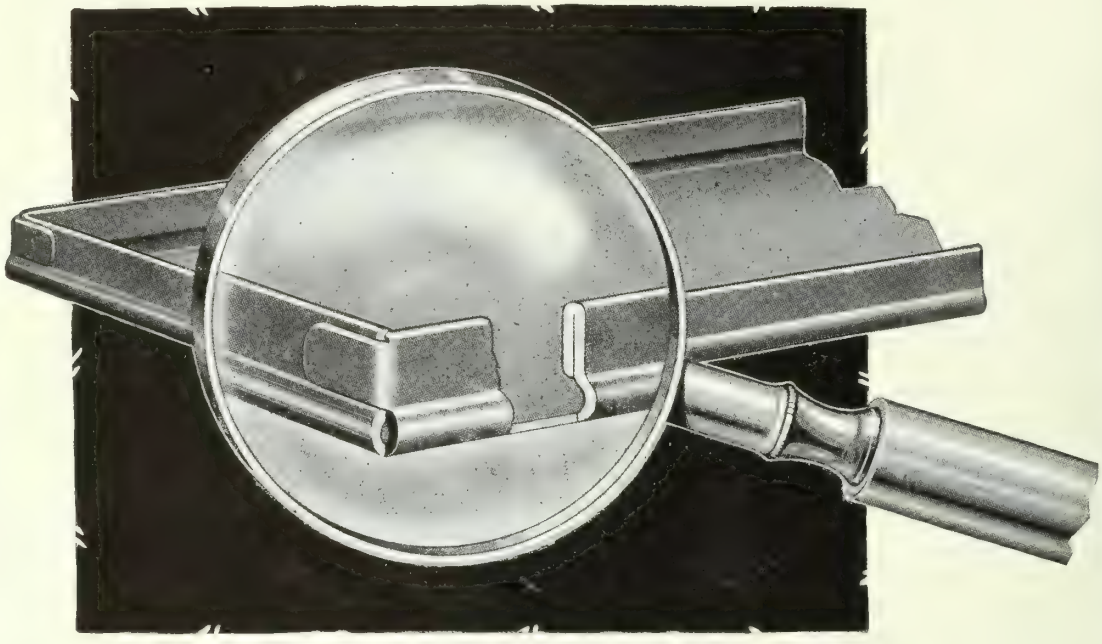
STOCKED AND SOLD BY

JOHN MARTIN PAPER CO., LTD.
WINNIPEG CALGARY EDMONTON

CHAS. H. TICE, MANAGER FOR EASTERN CANADA
128 BLEURY ST., MONTREAL
PHONE PLATEAU 2641

The New Hamilton Galley

(PATENT APPLIED FOR)



NEW? *Yes;* radically different from anything heretofore produced; the latest word in galley construction.

The illustration presents a full-size corner detail, showing the double walls with rounded edges—features that insure unusual accuracy, strength and rigidity.

No expense has been spared to produce a galley commercially accurate and as nearly perfect as a discriminating trade requires. Made in one piece; electric welded corners; material specially prepared, perfectly smooth, of uniform quality and the best obtainable for the purpose. Elaborate dies in mammoth presses form the head and sides in double walls that provide practically double the strength of any other galley design, with top edges always round and smooth and galleys uniformly square, thereby insuring a finished product which may be used equally satisfactorily for storage or make-up—a real ALL-PURPOSE GALLEY—a BETTER Galley at no increase in price.

The Hamilton goods are designed and built by craftsmen with a technical knowledge acquired by almost fifty years' continuous application to this line.

Manufactured by

The Hamilton Manufacturing Company

TWO RIVERS, WISCONSIN

Eastern House, RAHWAY, N. J.

Hamilton Goods are For Sale by All Prominent Type Founders and Dealers Everywhere



Reduce Pressroom Costs!

The many hours of lost time your presses are idle each week, in repairing "make-ready" are saved; production costs are materially reduced, and this annoying problem solved through use of

CROMWELL
Special Prepared Tympan

You can run 350,000 clear impressions without any oiling, without replacements, without offsets, in fact without tympan "troubles" of any kind.

IT IS MOISTURE PROOF.
IT WILL NEITHER ROT NOR SWELL.
IT IS A TWO CALIPER SHEET.

UNEXCELLED IN | **ECONOMY** | **IMPRESSIONS** | **RESULTS.**

Samples furnished free of expense.

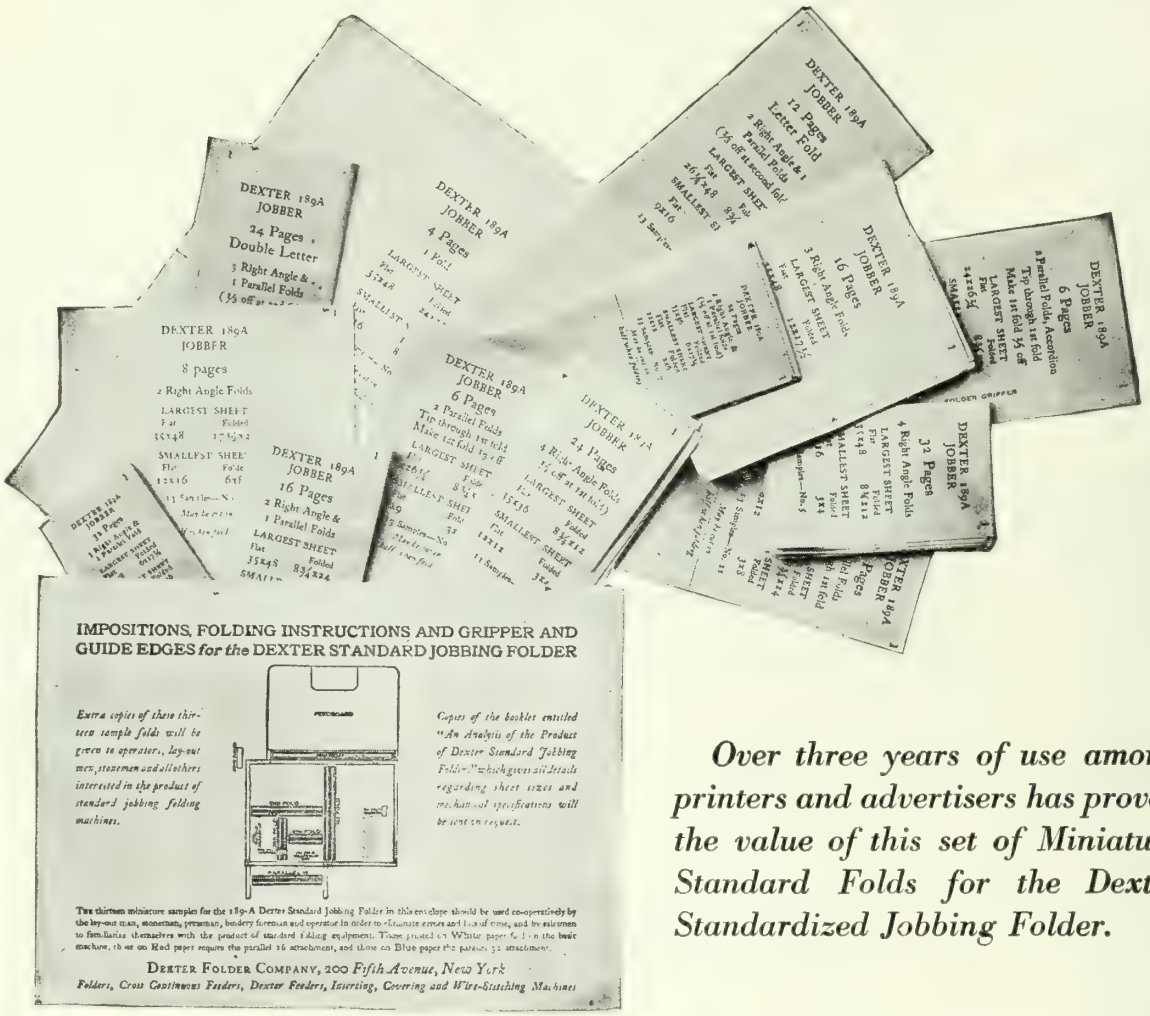
CANADIAN REPRESENTATIVES:

Wilson-Munroe Co., Limited
Toronto, Ontario
The John Martin Paper Co.,
Head Office, Winnipeg
also Calgary and Edmonton

Smith, Davidson & Wright, Limited
Vancouver, B.C.
The Federal Paper Company,
Montreal, Que.



Over 10,000 Sets of These Miniature Folds Are in Use—*Have You Your Set?*



Over three years of use among printers and advertisers has proven the value of this set of Miniature Standard Folds for the Dexter Standardized Jobbing Folder.

Get your salesmen, layout men, stone men and bindery operators sets of these miniature folds for the Dexter Standardized Jobbing Folder.

The use of these folds makes for economy not only in the Bindery, but also in the Press Room. They are all adapted to work and turn forms without tumbling the sheet, and in many cases cut the presswork in half.

A careful analysis of folding requirements made by this company shows that approximately 98% of booklet, catalog and house organ folding comes within these thirteen standard folds.

Send for your set today.

DEXTER FOLDER COMPANY, 28 West 23rd St., New York

Folders, Cross Continuous Feeders, Dexter Pile Feeders, Automatic Clamp Cutters, Kast Stitcher Feeders and Wire-Stitching Folders

CHICAGO PHILADELPHIA BOSTON CLEVELAND DALLAS ATLANTA SAN FRANCISCO

THE greater part of the richness that is an all-important factor in the making of attractive printing, including announcements, booklets, fine books, etc., must come through the typography and the proper selection of good type faces. That is the reason so many of the leading buyers of printing (including most of the good magazines) select Monotype composition, which gives more legibility and dignity to the printed work than can be obtained from any other method of composition.

LANSTON MONOTYPE MACHINE CO.

The Monotype *The Barrett*

PHILADELPHIA

366 Set in Monotype 159 Series and Monotype Borders



LOOK FOR THE WATERMARK

CONSUMERS BOND

MADE IN CANADA

It stands for the best possible value on the market in the low priced sulphite Bonds

ELEVEN years ago we chose the name Consumers Bond as the one best suited for this sheet, and that our choice was aptly made is clearly shown by the ever-increasing demand.

It has proven itself to be the Bond for the Consumer

THE real test of quality, is the Volume of repeat orders —the repeat orders for Consumers Bond have necessitated our ordering in Car Lots.

CONSUMERS BOND is kept up to a standard—not made down to a price. It is the ideal paper for Circular Letters, Order Forms and all other Office and Factory Forms where a good, strong, low priced paper is desired. It is carried in white and nine distinctive colors, all Standard sizes and weights.

Are you on our mailing list for Stock Card?

The **WILSON**



DUNCAN STREET :

BLOTTER ADVERTISING

ONE of the most productive mediums of Advertising, and one of the most inexpensive means of keeping your name prominently before those you are particularly desirous of interesting—is the distribution of Printed Blotters.

Ordinary advertising matter usually finds its way to the waste paper basket, but the blotter, on account of its usefulness, is retained for use.

"IVORY" ENAMELLED BLOTTING

Is the Blotting Paper "DeLuxe" for Advertising.

Your letters, invoices, statements, etc., can carry an Advertising Blotter at no extra expense for postage.

Why not distribute a few thousand Blotters and get your customers to try them out also, then watch results—you will both be agreeably surprised.

We are exclusive selling Agents for Ontario and carry large stocks in a pleasing variety of colors.

Samples and quotations furnished on request.

MUNROE CO. LIMITED

: TORONTO, ONTARIO

The Ninth Convention of the A·B·C·

(AUDIT BUREAU OF CIRCULATIONS)

will be held at the

Hotel La Salle Chicago

October 19th & 20th

NINETEEN · TWENTY · TWO

The DINNER

NIGHT OF OCTOBER 20th

WILL BE HELD IN THE

DRAKE HOTEL

Colonial Bond

Selecting Paper with an eye to its fitness

Commercial Stationery—like clothing or furniture—should be chosen with equal consideration as to style, coloring and value.

The appearance of your business letter is just as important as your own personal appearance.

"COLONIAL BOND" is a superior, tub-sized, rag content stock with that finish—that appearance of quality which proclaims its fitness for many commercial purposes. It is made in white and colors by The Rolland Paper Company, Limited, Montreal, makers also of "Superfine Linen Record," "Earnscliffe Linen Bond," "Empire Linen Bond" and "Mount Royal Bond."

Your enquiry brings a sample by return mail.

The "R Shield" Watermark

STILL SETTING A PACE THAT'S HARD TO BEAT

THE EVENING TELEGRAM
TORONTO

HEAD OFFICE:
CORNER BAY AND MELINDA STREETS

ESTABLISHED 1876
BY J. ROSS ROBERTSON

REPRESENTATIVES
VERREE & CONKLIN
NEW YORK, 500 MADISON AVENUE
CHICAGO, STEGER BUILDING

July 24th. 1922.

Mr. H. V. Ball,
Messrs. R. Hoe & Co.,
MONTREAL. QUE.

Dear Mr. Ball:-

Please do not overlook the foundation plans for our new superspeed press. You might also advise us how the work on it is progressing, and just when you expect to make delivery.

Enclosed find another months press report from our Uptown superspeed press which I thought might interest you for you see we used our spare unit on two occasions forming a 6 roll press with a single pair of folders, thereby having a straight cut of 44 pages. This is a better output than our previous one, so you can see the Telegram is still holding the record.

Yours very truly,
THE EVENING TELEGRAM

A. T. Richardson

ATC-AF. Business Manager.

Hoe Heavy-Design Presses Equipped with the Hoe Superspeed Rotary Camless Folder, Hoe Patented Automatic Ink Pump System of Distribution and other exclusive Hoe Features, give a Greater Net Output with Less Paper Wastage than machines of any other make.

Hoe Presses are Designed and Built to do the Best Work in the Most Efficient and Economical Manner—Not Merely to Sell at a Price.

FIGURES THAT SPEAK FOR THEMSELVES AND ARE POSSIBLE ONLY WITH

HOE SUPERSPEED PRESSES

TABULATED STATEMENT OF UPTOWN PRESS
DAILY RUNS, UPTOWN BRANCH
650 DUPONT ST.

SUPERSPEED NO 5, PRESS

May	Pages	Printed	Minutes	Average per Hour
1.	28. x	26800.	60.	26800.
2.	36.	26900.	60.	26900.
3.	32. x	26700.	51.	31411.
4.	40.	27800.	54.	30888.
5.	40.	27000.	56.	28928.
6.	40.	27700.	80.	20775.
8.	30. x	27000.	52.	31153
9.	36.	27000.	56.	28928.
10.	36.	26900.	55.	29345.
11.	40.	26900.	58.	27758.
12.	44. #	36500.	80.	27375.
13.	40.	27600.	67.	24716.
15.	30. x	27900.	58.	28862.
16.	36.	26800.	51.	31529.
17.	36.	26800.	62.	25935.
18.	40.	26800.	54.	29777.
19.	44. #	36400.	84.	26000.
20.	40.	27300.	56.	29250.
22.	32. x	26900.	54.	29888.
23.	36.	27000.	58.	27931.
25.	36.	26700.	57.	28105.
26.	36.	26900.	57.	28310.
27.	36.	27600.	58.	28551.
29.	26. x	28000.	70.	24000.
30.	32. x	27300.	50.	32760.
31.	32. x	27100.	53.	30679.

Average as Octuple Press 29,156 per hour

" " 5 Roll " 27,712 " "

" " 6 Roll " 26,670 " "

x Equals Octuple Run
" 6 Roll "
Blank Equals 5 Roll Run

Net Output is What Counts in the Newspaper Pressroom — What is the Net Output of Your Machines?

R. HOE & CO.

7 Water Street, BOSTON
827 Tribune Bldg., CHICAGO

504-520 Grand St.
NEW YORK CITY

109-112 Borough Road
LONDON S. E. 1, ENG.

20th Century Black

A Magazine Ink Without Equal

40c Per lb.

In 100 lb. lots
or 50 cents for less in 5 or 10 lb. cans

Soft—dense—excellent covering quality—a quick dryer—will not offset—can be backed up quickly—ideal for short runs—unequalled for long runs. It covers equally well on all kinds of super-calendered as on coated stock. That hard paper has no terrors for this ink.—Ask for sample.

CHARLES BUSH LIMITED

105-111 Davenport Road - - Toronto, Canada

Brocade Cover

THE NEW RICHLY PATTERNED COVER STOCK FOR CATALOGS AND BOOKLETS. EIGHT BEAUTIFUL COLORS, THREE WEIGHTS, TWO SIZES.

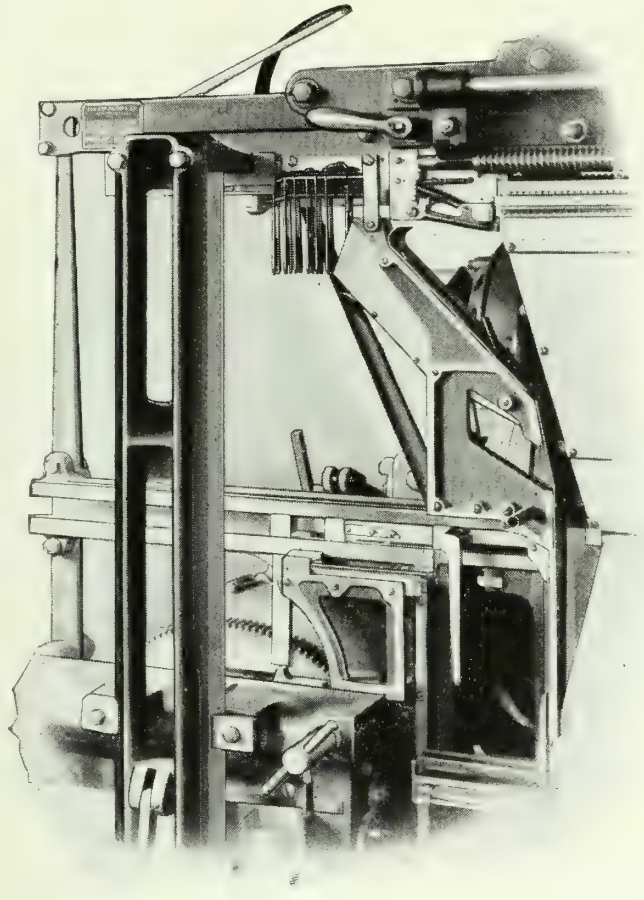
SEND FOR INFORMATION ABOUT THE NEW BROCADE ADVERTISING CAMPAIGN FOR YOUR TERRITORY.

FRED W. HALLS PAPER COMPANY, Ltd., TORONTO

Sole Distributors for Ontario.

257-61 Adelaide Street West

WHY LINOGRAPH SIMPLICITY MEANS EFFICIENCY



A Single Matrix Transfer

After the cast is made the LINOGRAPH elevator jaws carry the assembled line *directly* to the distributor box through which the matrices pass before going on the distributor bar.

One glance at the illustration will tell how easily and simply this is done. A little thought enables you to understand just how the LINOGRAPH has eliminated many troublesome parts and not only retained efficiency but increased it.

This is but one of the many reasons why the LINOGRAPH has over 1,000 less parts—why it is the easiest to understand, the easiest to operate, the simplest and most efficient typesetting machine.

You can learn of other such LINOGRAPH features by *Consulting any LINOGRAPH owner,* or, write direct to us.

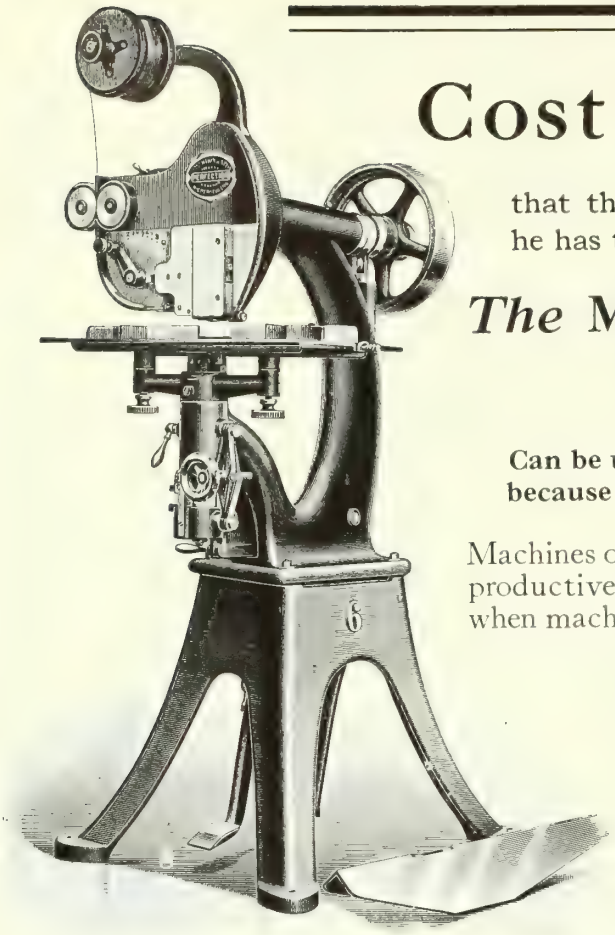
THE LINOGRAPH COMPANY

Davenport, Iowa, U.S.A.

European Representative
Etablissements Pierre Verbeke,
Brussels, Belgium

Australasia, South America
Parsons & Whittemore,
299 Broadway, New York City

NOTE: THIS IS THE FIRST OF A SERIES OF ADVERTISEMENTS EXPLAINING HOW THE LINOGRAPH CAN BE THE SIMPLE EFFICIENT MACHINE THAT IT IS. OTHERS WILL FOLLOW.



Cost Experts Agree

that the average printer is overequipped — that he has too many machines of restricted usefulness.

The MORRISON PERFECTION WIRE-STITCHER

Capacity 2 sheets to ⅞ of an inch.

Can be used a greater share of the time than any other because it is adaptable to a greater range of work.

Machines of this type protect their owners against idle and unproductive time; they reward their owners with greater profits when machines of restricted capacity would be standing idle.

Hold your investment down; save floor space and rent by the installation of this versatile and profitable machine.

The J. L. MORRISON CO.

Bookbinders' and Paper Box Makers' Machinery

445-447 King St. West . - TORONTO

Get a copy of our USED WIRE STITCHER LIST *it may interest you.*

Mr. Printer:

Is there any part of your printing press equipment which lowers production as much as Rollers? How much loss of time do you suffer from—

Constant re-setting of Rollers?
Running at reduced speed to save Rollers?
Rollers melting in hot weather?
Rollers being too hard to use on winter mornings?

Would it not mean more money in your pocket if you could eliminate these conditions?

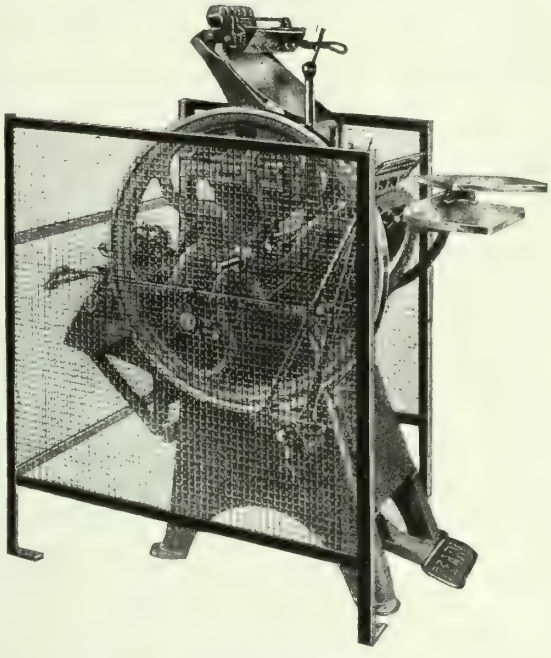
Ideal Rollers are Guaranteed

not to shrink, swell, harden or melt and to retain a good working consistency all the year round.

THE AULT & WIBORG COMPANY
OF CANADA LIMITED

TORONTO MONTREAL WINNIPEG VANCOUVER

THE PEARL PRESS



Made in sizes 5x8 and 7x11 inches

Makes The Small Jobs Pay Big Profits

Has a maximum speed of 3,600 impressions per hour. Is easily fed on an average of 3,000 impressions per hour.

The makeready is handy and convenient. The distribution is automatically controlled by a full length fountain, three form rollers and a revolving disc. Rigid impression. Quality of production excellent.

The Pearl is the smallest and lowest priced hand feed power platen press made. It is very durably constructed. The cost of maintenance is practically nothing.

The illustration shows the Pearl Press of size 7x11 inches complete with full length fountain, counter, safety feed guard, individual electric motor, and safety guard for fly wheel and motor.

The Pearl Press is a serviceable and compact unit. A job print shop is not complete without it.

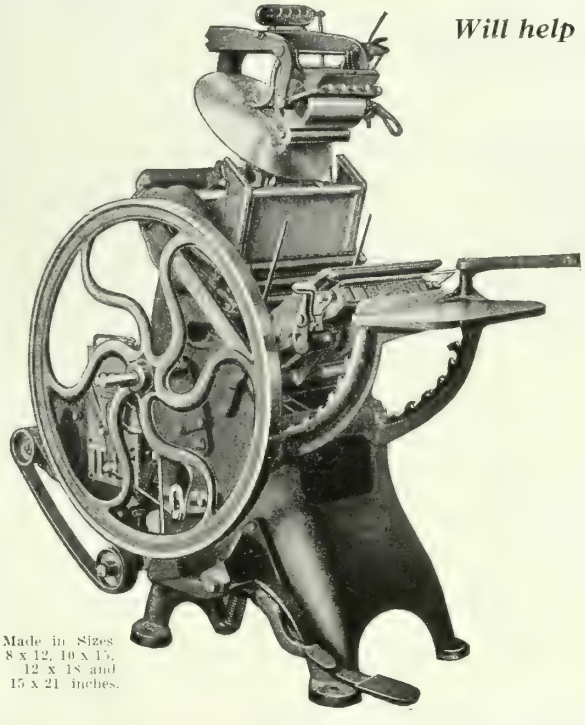
Write for Quotations

Golding Manufacturing Co.

FRANKLIN, MASS., U.S.A.

We also manufacture the Golding Art Jobber, Golding Jobber, Official Hand Press, Golding Auto-Clamp and Hand Clamp Power Paper Cutters, Golding Hand Lever Paper Cutter, Pearl Paper Cutter, Boston and Official Card Cutters, Little Giant Lead and Rule Cutter, Golding Tablet Press.

The GOLDING JOBBER



Made in Sizes
8 x 12, 10 x 15,
12 x 18 and
15 x 21 inches.

Will help you get a greater production on a quality job.

The Golding Jobber can help you get a greater production on a quality job because of its higher mechanical speed, ease of feed at the higher speed, quick and easy make ready, and freedom from repairs.

The Golding Jobber can produce the best quality of job printing. It has an unexcelled distribution, a more rigid impressional strength (resulting in a cleaner and sharper product) and many features for the economic production of the character of printing you like to claim as your own

The illustration shows the Golding Jobber of size 10 x 15 inches complete with Automatic Brayer Fountain, Duplex Distributor, Safety Feed Guard, Counter, Individual Electric Motor and Variable Speed Control.

Specify the GOLDING JOBBER with complete equipment

GOLDING MANUFACTURING COMPANY

FRANKLIN, MASS., U. S. A.

We also manufacture the Golding Art Jobber, Pearl Press, Official Hand Press, Golding Auto-Clamp and Hand Clamp Power Paper Cutters, Golding Hand Lever Paper Cutter, Pearl Paper Cutter, Boston and Official Card Cutters, Little Giant Lead and Rule Cutter, Golding Tablet Press.

The Don Valley Paper Co. Limited
TORONTO

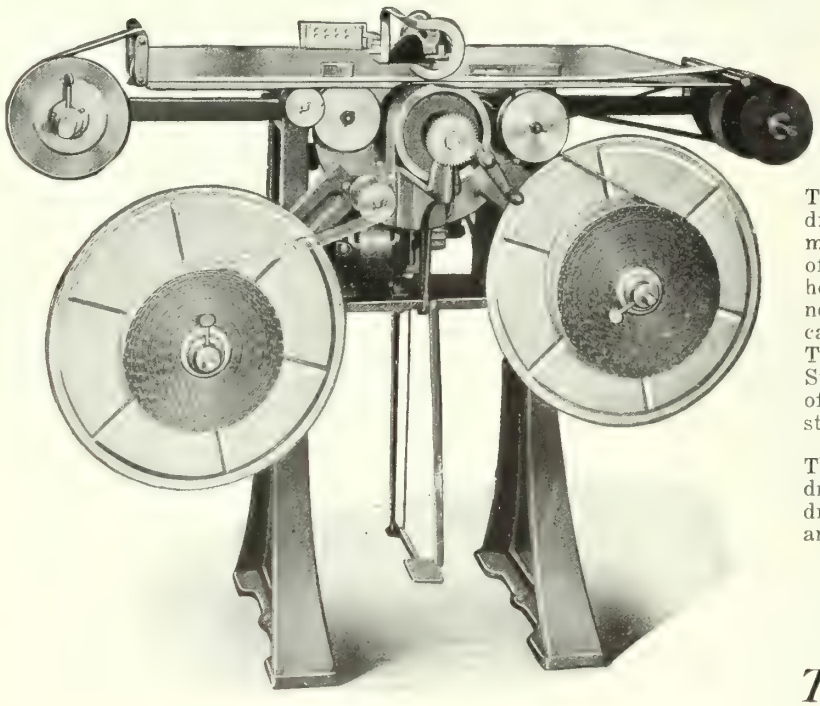
Maple Leaf Bristol	Thorncliffe Cover	Sulphite Envelope
Empire Rope Bristol	Antique Cover	Manilla Envelope
Post Card Bristol	Chocolate Layer Board	Sulphite Tag
Beaver Bristol	Tympan	Manilla Tag

All the above in stock sizes, weights and colors.
Bristols and covers carried in stock in crash finish.
Specialties of all kinds made to specification.

Made in Canada by

THE DON VALLEY PAPER CO., LIMITED
TORONTO, CANADA

Pollard-Alling Equipment
means
MAILING ROOM ECONOMY



STYLE "H" MOTOR DRIVEN ADDRESSER

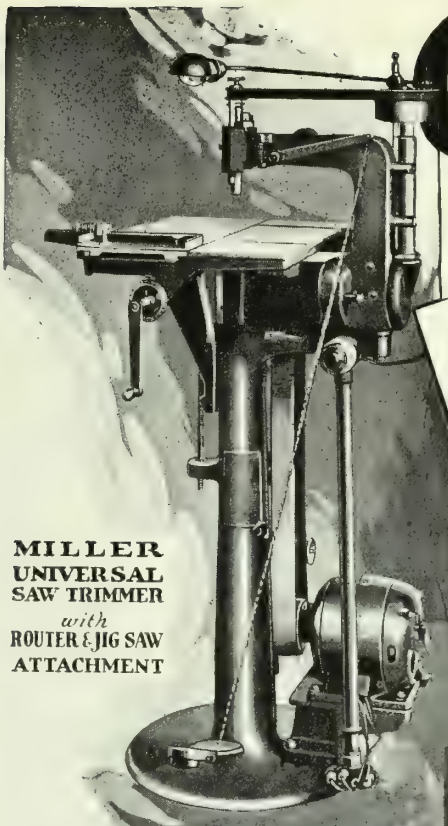
The Pollard-Alling Style "H" motor driven addresser prints addresses on mailer strip on paper in rolls and office proof at speed of 10,000 an hour; prints directly on margin of newspapers or publications, envelopes, cards, etc., at speed of 2,500 an hour. The Pollard-Alling Style "G" Mailer Strip and Proof Printer has capacity of 30,000 addresses an hour on mailer strip or proof.

The Pollard-Alling Automatic Addresser has capacity of 12,000 addressed newspapers or publications an hour.

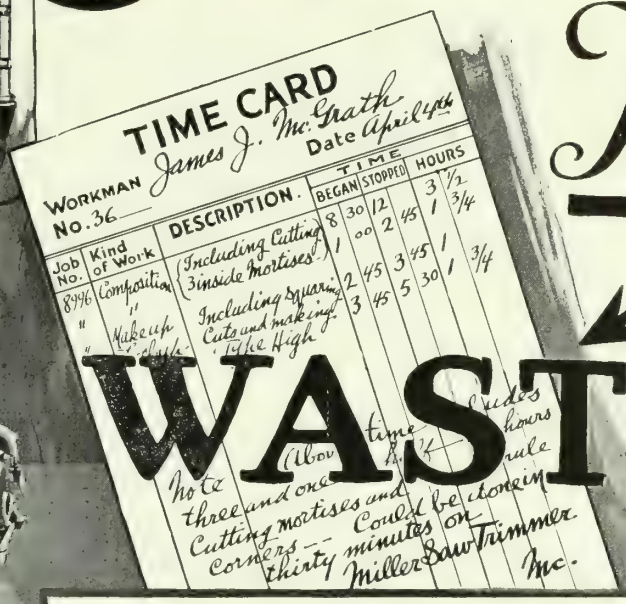
Write for further information about our system and machines

The Pollard-Alling
Manufacturing Company
220-230 W. 19th St., New York

Can You afford This WASTE?



MILLER
UNIVERSAL
SAW TRIMMER
with
ROUTER & JIG SAW
ATTACHMENT



TIME CARD

WORKMAN James J. McGrath Date April 4th

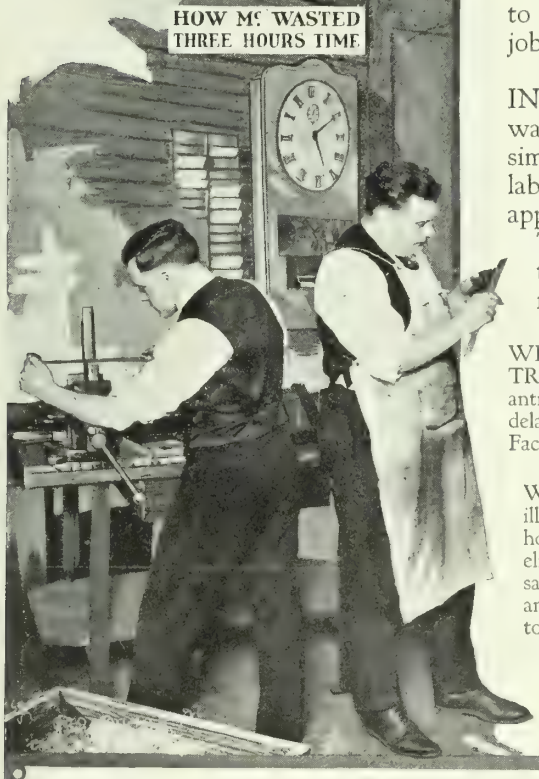
No. 36

Job No.	Kind of Work	DESCRIPTION.	TIME BEGAN		TIME STOPPED		HOURS	
			8	30	12		3	1/2
			1	00	2	45	1	3/4
8996	Composition	(Including Cutting 3 inside mortises)	1					
"	"		2	45	3	45	1	
"	Make up	Including Squaring Cuts and making the High	3	45	5	30	1	3/4

Note — Above three and one-quarter hours time Cutting mortises and corners — Could be done in thirty minutes on Miller Saw Trimmer Inc.

NO ONE knows better than your *skilled workmen* that valuable time is needlessly sacrificed every working hour that could be profitably saved with a MILLER SAW-TRIMMER. The top-heavy time ticket reproduced above is typical of many turned in every day in those shops where high-priced compositors and stone men are compelled to tackle difficult trimming, mitering, beveling and mortising jobs in the old laborious, by-hand, by-guess, by-luck way.

IN THIS PROGRESSIVE AGE of constant endeavor towards greater printing house efficiency and economy, you simply cannot afford to sacrifice the vast saving of time and labor in make-up, lock-up and make-ready insured by the approved standardizing operations of the MILLER SAW-TRIMMER. Nor can you afford to pay for "standing time" of skilled workmen waiting for cuts to be trimmed, mortised or routed at your engravers.



HOW Mc WASTED THREE HOURS TIME

WHY LONGER DELAY installing a MILLER SAW-TRIMMER when it is so clearly evident that it is the antidote for high composing room costs, for inaction and delays, wasted time, wasted energy and wasted money? Facts readily verified in any Miller-equipped shop.

WRITE TO-DAY for *YOUR COPY* of the illustrated descriptive catalog which explains how the MILLER SAW-TRIMMER will eliminate the loss of time and money you are sacrificing daily through "tinkering" methods and lack of standardization - mailed post paid to any printing house executive upon request.

Manufacturers of Miller Automatic Feeders for Chandler & Price Gordons and for all Standard Makes of Two-Revolution Presses



MILLER
PRINTERS BENCH
SAW TRIMMER
and CABINET

MILLER SAW-TRIMMER CO.

Main Office and Factory, PITTSBURGH, U. S. A.

BRANCHES - Atlanta - Boston - Chicago - Dallas - New York - Philadelphia - San Francisco

Canadian Agents except in Province of British Columbia:

MILLER & RICHARD

TORONTO - WINNIPEG

MILLER & RICHARD

Type Founders

MACHINERY AND SUPPLIES

FOR PRINTERS, LITHOGRAPHERS
BOOKBINDERS, BOXMAKERS

7 Jordan Street,
TORONTO,

TO THE TRADE:-

It has always been the policy of my firm, which is now over a century old, having been established in 1808, to give our clients a square deal and whole-hearted service.

In conformity with this policy we study to keep abreast of developments in the Graphic Arts, ever maintaining for our customers' benefit a staff of expert buyers and technical advisers. The equipment we offer is, we claim, not perhaps the lowest in price, but the best available, having in mind the necessity of combining the maximum of efficiency with economy of investment.

Automatic printing plants is our specialty.

Sincerely,

J. H. L. Patterson

Manager

Over a Century of Development
70 Years in Canada

Foundry: Edinburgh. London Warehouse: Water Lane, Ludgate Hill, E. C. Winnipeg Warehouse: 123 Princess St.

THE CANADIAN
PRINTER & PUBLISHER
DEVOTED TO THE INTERESTS OF THE
PRINTERS AND PUBLISHERS OF CANADA

Volume XXXI. TORONTO, SEPTEMBER, 1922 Number 9

SALES SUGGESTIONS

The Printer Who is Bold Enough to Present His Ideas to the Business World Will Not Seek Far For Substantial Orders

By ROBERT F. SALADE

SALESMANSHIP is a science. It is something more than the mere asking for orders. The modern salesman of printing is a trained man, one who thoroughly understands all of the many fine details that enter into salesmanship. The old-fashioned solicitor of orders for printed matter is not a genuine salesman. He is not following the right methods of selling, and is working at a great disadvantage. Ideas on salesmanship have changed tremendously.

The modern printing salesman is a man of ideas—live, original ideas which he offers freely to business concerns who stand in need of them. These ideas apply to many other things in addition to advertising literature, although advertising literature is always the most important consideration. In many instances these ideas lead up to entirely new uses for printed matter.

Any progressive printer is in a position to suggest new ideas in the way of printed matter to customers and prospectives, and the printer who is bold enough to present his ideas to the business world will not have to seek far for substantial orders. Manufacturers, wholesalers, jobbers, retailers and business men in general are ever on the lookout for business-building ideas, new methods of selling, labor-saving plans and original advertising mediums. Here are fertile fields for all good printers who may care to enter them and do the essential work.



ROBERT F. SALADE

One morning a bright, young printer visited the offices of a large manufacturing concern and asked to see the president of the company. To the girl at the information desk the printer explained the fact that he had an idea to offer which he believed would prove of great value to the company in question. The president was a very busy man, one who seldom received strangers, but when he learned this news, he immediately granted the printer a special interview. The printer's idea was in the form of a folding paper box, to be printed in colors, and to be used in placing a new line of package goods on the market. The manufacturer was quick to recognize the selling possibilities of the new-style package—a package which was to sell at retail for ten cents, and which could be sold in large numbers in stores which had never before handled the same kind of package. The "dummy" for the paper box presented by the printer was complete in every detail, the design having been hand-colored. About an hour later, when the printer left the manufacturer's private office, he carried with him a big order for the new-style folding boxes.

Another interesting case: For many years past one of the larger yarn manufacturing concerns had been selling yarn in the form of plain balls, with no advertising matter of any kind placed on them. The balls of yarn were packed in paper boxes, of course, but they were sold in loose form by the retailers, and there was nothing on each ball of yarn to indicate the name of the manufacturer. It remained for a certain salesman of printing to suggest to this company the idea of putting a printed band around each ball of yarn, an idea which eventually was adopted. Later on, the same salesman hit upon the idea of placing in each ball a printed circular giving instruction in knitting sweaters, coats, capes, etc. The salesman explained this idea to the yarn manufacturers with the result that he was given an order for *several millions* of the instruction circulars. These circulars have been the means of greatly increasing sales of the yarn in question.

Package seals of many different kinds are being used for sealing a wide variety of packages. Often a paper box containing fine candy is wrapped in glassine paper and the ends of the glassine paper are held down with gummed paper seals. The designs for the seals are printed in colors; many of the designs are embossed; some designs are printed in gold ink and are embossed; others are printed in color on gold paper. The seals are cut out into various shapes such as a star, heart, diamond.

triangle, acorn, tree-leaf, oval, plain round and round with scalloped edges.

Gummed paper seals of this group are also applied to stockings, golf hose, handkerchiefs, glass bottles, glass jars, toilet soap and other articles. New uses for the seals are continually being discovered. Several printers are specializing in the production of this line, and these printers are capable of preparing original designs of package seals for customers. Moreover, these printers are constantly seeking new fields for their product. They call upon manufacturers of practically all classes and suggest new uses for the "stickers." Some of the orders gained in this way are surprisingly large.

A number of printing firms are engaged in the manufacture of gummed labels, advertising stickers, address labels and package seals. These firms are also making all kinds of *ungummed* labels, such as are used by druggists, perfumers, paint manufacturers, etc. Experienced salesmen are continually "on the road," calling upon the larger buyers of labels, and by the plan of submitting new and attractive designs for labels to these buyers, extraordinary large orders for labels are being gained. Some of the orders for colored labels to be pasted on tin or paper cans are for millions.

Some few years ago a certain printer started in a small way to do printing for banks and trust companies. The lines included business stationery, blotters, pass books, check books and depositors' books for saving fund departments of banks. In the beginning of the venture the printer acted as salesman, calling personally upon the banks and trust companies, but as business increased, he employed a trained salesman, and later on, additional salesmen were engaged. Today, this printing establishment is one of the largest of its class in America. In the factory are complete departments devoted to the following: Typographic printing, blank book making, paper ruling, plate printing and die stamping, lithographing and fine book binding.

This splendid business has been built up to its present large proportions through quality of product, service and salesmanship. As a matter of fact, this firm is not notable for its advertising, although it spends a limited amount of money for advertising. Its success has really been brought about by excellent salesmanship. The salesmen call mainly upon banks and trust companies in all parts of the country, and they know precisely the needs of the banks and trust companies in the way of printed matter, blank books, die-stamped stationery, lithographed stationery, etc. During recent years this company has gone in for the manufacture of loose leaf forms of the kinds that are particularly adapted to the accounting departments of banks and the loose leaf forms are now being produced in large quantities for all lines of business as well as for banks.

Printers Should Advertise Liberally

Printed salesmanship is a wonderful thing, but it should never be expected to do the work of human salesmen. Advertising literature should be used merely to pave the way for salesmen. Employing printers should be among the most liberal users of advertising, but at the same time they should employ professional salesmen—men who are trained to know the printing needs of business men in general.

No matter what the size of his plant may be, every printer ought to have a complete service department for the benefit of customers and prospective patrons. The service department should be in charge of a man who is capable of writing good advertising copy, and who knows how to originate new ideas in printed matter. This man should work in close connection with the outside salesman employed by the printer. By working together in the right spirit, the service man and the salesman can plan sales campaigns which can be utilized to great advantage by the printer's customers.

Many of the larger printing concerns have complete service departments in which a force of experts are employed. For example, in one of these departments are commercial artists, advertising copy writers, layout men, and a man who is capable of planning a national advertising campaign for a customer. This department is in direct communication with a force of traveling salesmen who are constantly calling upon the most desirable class of trade. These salesmen are getting the right kind of business for their house, and plenty of it, because they are selling *ideas* in addition to printed matter.

The proprietor of the medium-size printery can follow the same methods of salesmanship in a smaller way. He can have commercial art work and special copy-writing done by outside parties, but at least he should have one good man in his office—preferably a practical printer of artistic taste—who knows how to promote new business.

Maintain Complete Service

Among the wide-awake printing firms that have become nationally known for quality of product and complete service is the Saturday Night Press, of Toronto, Canada. The service department of this house is designing catalogs, booklets, and other kinds of fine advertising literature for many of the leading business concerns of America. The Saturday Night Press is a repository of new ideas. It has originated many novelties and specialties in the way of printed matter, such as "Bridge-Term Tallies," for example. These novelties are printed in colors, and are made up in sets of one dozen each, to be used in games of Bridge, "500" and Euchre. The cards are sold in quantities to stationers, jewelers and other merchants catering to high class trade.

In one of the trade journals circulating among jewelers appears a full-page advertisement of the Saturday Night Press, printed in colors, and illustrating six subjects of the tally cards referred to. This advertisement is designed for the purpose of selling quantities of the tally cards to jewelers, and from all accounts, is proving highly successful.

The Saturday Night Press is also advertising its regular printing service in magazines, newspapers and trade journals. The full-page display advertisements in magazines are handsomely illustrated, and the text matter is exceptionally interesting. Of course this firm employs a force of traveling salesmen, and it is frequently sending out advertising literature of the highest grade.

Rous & Mann Ltd., of Toronto, is another notable printing firm that is offering complete service to patrons. The direct-by-mail advertising literature which is being distributed by this company for its own publicity is exceedingly beautiful, and it clearly reflects the high character of the house. The service of Rous & Mann includes the planning of an entire advertising campaign for a customer—designing, art work, copy writing, photographing, engraving and printing. Among the work being produced are: Art catalogs, booklets, pictorial calendars, house organs, direct-mail pieces, large and small; financial printing, street car cards, show-cards, advertising novelties, cutouts, window displays, decorative wrappers for paper boxes, commercial literature and package designs and labels of all kinds. This firm is also doing engraving, plate printing and die stamping for book-plates, greeting cards, announcements, covers for booklets, etc.

Recently, Rous & Mann arranged an exhibit of their finest grades of printing which attracted prominent visitors from many parts of Canada and the United States. The company mailed invitations to a carefully selected list of people, asking them to visit the exhibit and see the "actual proof" of what the Company is doing and the proof was there all right. Without doubt it was one of the largest and best graphic arts shows ever arranged in America, and the fact that it was a private showing of fine specimens of printing put it in a class by itself.

Display Best Work.

Now while it is true that only a comparatively few printing firms are in a position to arrange an exhibit of the same magnitude as the one shown by Rous & Mann, yet there is no reason why every printer should not have a display of his best work as an attractive feature of his establishment. If the display can be put in a show-room reserved exclusively for the purpose, the effect will naturally be more artistic than if the display were placed in the business office.

The average display of specimens which one sees in the show-windows of small-size printeries is far from being interesting. Samples of bill-heads, cards, statements, circulars and so forth are so common-place that the public is not willing to waste time in looking at such things in a printer's shop window. If the printer insists on putting samples of his work in a window, he should by all means show specimens that are a little out of the ordinary.

A printer's show window possesses strong selling power, provided that it is utilized in the proper manner. A few beautiful specimens of printing—color prints, booklets, title pages for books, folders, etc.—will create more favorable comment than a whole window-full of cheap commercial samples. And there is a way of trimming a window that gives it just the right "atmosphere." A plain background of brown or gray, and the specimens laid in well chosen positions, with plenty of space all around them, will form a pleasing scene.

Whenever printing an exceptionally good job, from an artistic standpoint, the printer should make it a rule to produce a small over-run. The larger printing firms are all following this practice, which will explain why they are always in a position to arrange magnificent exhibits of their product. Sets of worth-while samples can often be used by the printer in obtaining important orders, therefore, the printer cannot be too careful in his selection of specimens. A prospective customer who is thinking of having a brochure printed does not want to see samples of circulars. And, yet, there are numerous printers who never consider this simple fact. Their line of samples is nothing more than a "conglomeration," unassorted, and not worthy of being shown to a particular patron.

Systematic Storage Preferable.

Every printer ought to have in his office a cabinet, or series of cabinets, for the systematic storage of samples. Specimens of booklets should be kept in one drawer; samples of letter-heads should be kept in one drawer and so on. When a customer enters the office and asks for samples of some particular kind, it certainly "looks like business" when the printer can go to his filing cabinets and find exactly the specimens asked for.

Master printers in general should give the deepest consideration to the science of salesmanship. Getting business by means of price cutting is not salesmanship. The modern printer is selling *ideas* plus *quality* and *service*.

A Noted English Publisher

Sir Edward Iliffe, noted English publisher, accompanied by his daughter, and her friend Miss Wood, is passing through Canada on his way to Japan, and will proceed to England by way of India.

Sir Edward is head of the firm of Iliffe & Sons Limited, London and Coventry, which claims the distinction of being the largest publishers of trade and technical journals in the old country, and employs 1,100 people in the publishing of 14 trade and technical journals; one daily in Coventry; ten weeklies and four monthlies. He is also President of the British Association of Trade and Technical Journals, and of British trade papers he thinks they had at one time, not so long back, much to learn from similar publications in other countries. The British papers he thought were better and sounder in matter, but they were much inferior in make-up. He thinks they now are the equal if not the superior of most.

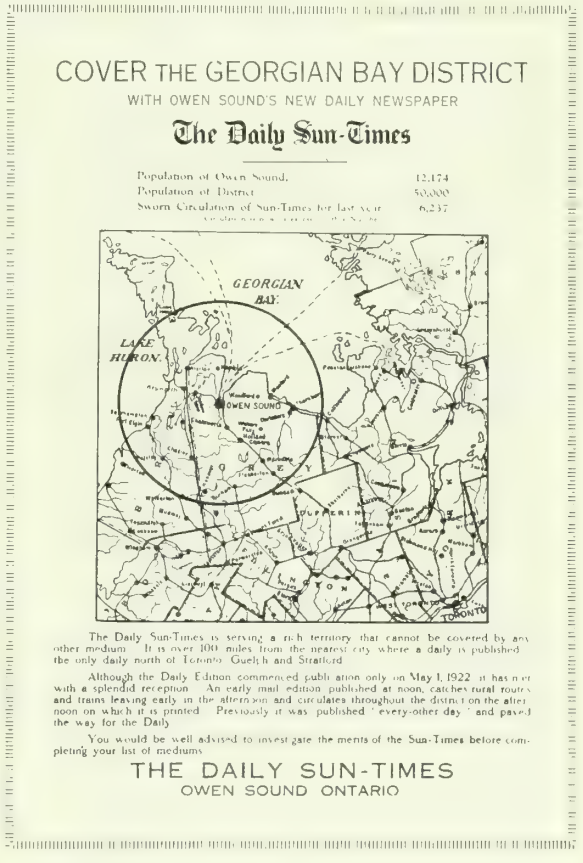
Iliffe & Sons, then controlled by Sir Edward's father, published the first issue of Lord Northcliffe's "Answers," and as a life-long friend of Lord Northcliffe, Sir Edward says that "only the jealous-minded could deny him the possession of a great power, the power of a great mind and an unquenchable energy, volatile, electric and eclectic. As the first newspaper man of his day, he held a position which was unrivalled. But as a strong, fascinating, flitting and rather wonderful personality, he achieved for himself a great national reputation."

Sir Edward, who was knighted for his public services in connection with the organization by Lloyd George of the ministry of munitions, is accompanied by A. E. Morgan, general manager of the British Auto-Car Fire-Accident Insurance Company, of which company Sir Edward is chairman. This enterprise is an instance of the growth of a subsidiary undertaking of a paper which, almost to the surprise of its originators, has spread all over the world, and even was used as the means by which the motor cars of the Prince of Wales in India were insured.

Owen Sound Daily Making Good

IN VIEW of the fact that so many Daily Newspapers have gone out of business during the last few years, the commencement of a new Daily Newspaper project at Owen Sound has been watched with considerable interest throughout the Province. "The Daily Sun-Times" which commenced publication on May 1st, shows evidence of a vigorous growth. The new Daily has made good progress, and each issue shows that the paper is receiving a substantial advertising patronage, not only from the business men of the city, but from foreign advertisers as well.

"The Daily Sun-Times" commenced business under very favorable circumstances. It is the development of the Every


COVER THE GEORGIAN BAY DISTRICT

WITH OWEN SOUND'S NEW DAILY NEWSPAPER

The Daily Sun-Times

Population of Owen Sound, 12,474
Population of District 50,000
Sworn Circulation of Sun-Times for last year 6,237

GEORGIAN BAY
LAKE HURON
OWEN SOUND
TORONTO

The Daily Sun-Times is serving a rich territory that cannot be covered by any other medium. It is over 100 miles from the nearest city where a daily is published the only daily north of Toronto, Guelph and Stratford.

Although the Daily Edition commenced publication only on May 1, 1922 it has met with a splendid reception. An early mail edition published at noon, catches rural routes and trains leaving early in the afternoon and circulates throughout the district on the afternoon on which it is printed. Previously it was published "every-other day" and paved the way for the Daily.

You would be well advised to investigate the merits of the Sun-Times before completing your list of mediums.

THE DAILY SUN-TIMES
OWEN SOUND ONTARIO

Other Day edition, which previously had been running every Tuesday, Thursday and Saturday. Not only has the daily edition maintained its own circulation of over 6,200, but it has made quite a gain, and there is every prospect that in a few years it will have one of the largest circulations outside of the larger cities of the Province.

"The Daily Sun-Times" has a field pretty much to itself. Owen Sound is 120 miles from Toronto, and 140 from London, and the two nearest places where Daily Newspapers are published are Guelph and Stratford. Besides covering the local and district news thoroughly, "The Daily Sun-Times" is receiving the pony service of the Canadian Press, Limited, and in addition is receiving a telegraph service from the Toronto Star.

To enable "The Sun-Times" to reach all parts of the district on the day of publication, two editions are published—the first one at noon, going out on all rural routes, bus lines and trains leaving early in the afternoon, and the other edition at four o'clock, going out to city subscribers. In this way the paper reaches every part of the district during the afternoon of publication.

The new Daily is showing every sign of healthy development. The publishers of "The Daily Sun-Times" are Fleming Publishing Co., Limited, of which Howard Fleming is managing director.

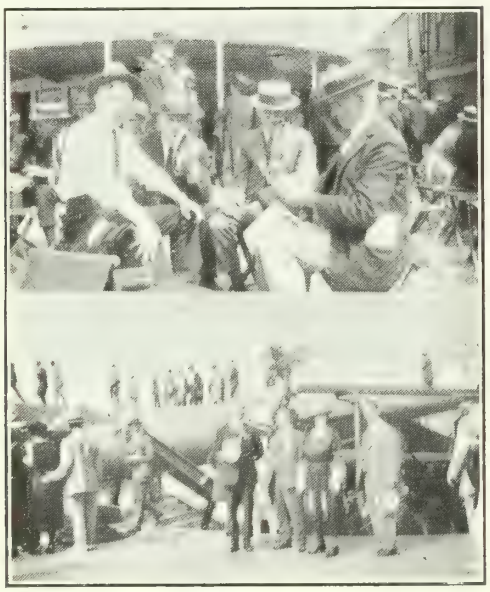
A Marvellous Show

Graphic Arts Exposition at Boston Fulfilled Every Expectation—"The Greatest Assemblage Ever Gathered Under One Roof"—Calvin Coolidge There

THE world's greatest Graphic Arts show has passed into history. Never before has there been an exhibit of printing equipment to equal in completeness the colossal display seen at the Mechanics Hall of Boston from August 28th to September 2nd. It was predicted that the second Educational Graphic Arts Exposition would easily eclipse in comprehensiveness, in grandeur, and in enthusiasm the show which attracted widespread attention at Chicago last year, and certainly this prediction reached the fullest expectations of optimists.

Coincident with the Exposition, and part and parcel of the great enterprise, was the third Annual Convention of the International Association of Printing House Craftsmen, an Association in which Canada is actively represented by the Toronto Club.

All arrangements for the exposition and convention had been made with the utmost care and the opening ceremonies went



TORONTO DELEGATES

Top group, left to right—Tom Saunders, Charlie Keates, Billy Jones, Dutchy Trudelle. Taken on board steamer going to Nantasket Beach.

Lower group, left to right—"Hutch" Hutchinson, Herb Tresidder, Charlie Conquergood and Mrs. Conquergood. Taken at Fort Warren, Coast defence guns in background.

off smoothly and promptly, without a hitch. The individual exhibits were in good running shape and a big crowd was on hand for the opening. The collection of printing machinery, devices, types, specimens of work, processes, etc., fully merited the description of the famous P. T. Barnum press agent, "the greatest assemblage ever gathered under one roof."

One notable feature of the exposition was the number of new products introduced to the industry there. Within the walls of Mechanics Hall there was every device ever used in a printing shop and many which have not been used but will be very much used in the future.

The convention of the International Association of Printing House Craftsmen which preceded the exposition by a few hours, was also a notable session, and among the features at the start were the suggestions of President Goodheart that the organization be developed by the establishment of a national headquarters with a paid secretary permanently on the job; that a monthly publication be started, as an advertising medium, and that all future expositions be held as activities of the international organization.

Coolidge Opens Exposition

Promptly at 1 o'clock Monday afternoon Vice-President Calvin Coolidge pulled the switch that set the machinery erected in Mechanics Hall in motion. A second later the largest graphic arts exposition the United States has ever witnessed was thrown open to the public.

Shortly before 1 o'clock, Vice-President Coolidge, escorted by Edward A. Calkins, president of the Boston Club of Printing House Craftsmen, and several secret service men and uniformed policemen and led by a band of the Dexter Folder Company, entered the main exposition hall.

He was greeted with one round of applause after another until he was shown to his seat in a specially erected stand overlooking the main hall. He sat down beside Mrs. Ellen Duane Davis, of Philadelphia. Mrs. Davis is a great-great-granddaughter of Benjamin Franklin.

This moment in the lives of the craftsmen located in various sections of the country and Canada had been anxiously awaited for several months. When the moment finally came, the craftsmen let loose as one their pent-up enthusiasm and for three minutes Vice-President Coolidge was unable to get a word in edgewise. It was a moment that will go down in the history of the printing world as the signal of a new era of modern equipment, an era that will mean better and more production, bring to the world new inventions that will surpass those of yesterday to a great extent.

Mr. Calkins introduced Mr. Coolidge to the throng that had waited his coming with great expectations. That Mr. Coolidge did not disappoint as President Harding's official representative was evidenced by the thunderous ovation he received at the conclusion of his address, part of which follows:

"Mr. Chairman, men and guests of convention: You are gathered here today representing the various phases and activities of one of the great world enterprises.

"You come here for an educational purpose determined by an exchange of ideas in the development of these processes in your enterprise. It is a high and splendid principle. Science and invention has put in our hands a tremendous power.

"We have come to the question of moral purpose. We are in the midst of a solution of a great question that has vexed the world for many a year.

"Production is going on and it is a question as to whether we will agree as to whether production is to be delayed. I believe that the world has arrived at the time now when there is competence for all. There is a great prospect and a great privilege that stands before your craft. According to the standards you maintain the world will be guided as to its course.

"A tremendous responsibility has been placed upon each individual among you. It is a great beginning that you have made. I look to the future with confidence and with hope."

Upon the conclusion of his address the Dexter band struck up the Star Spangled Banner. Mr. Coolidge then adjourned to an anteroom and faced a battery of cameras. From there he went to different exhibits, including Honor Hall and the historic display.

Busy Registration Booth

Delegates continued to arrive late into the evening. Registration was heavy. The committee's office staff was kept busy throughout the day. Many delegates appeared frantic in their haste to greet friends they had made at the Chicago show. Stories of trips were shot back and forth.

The information clerks scattered in different sections of the building put one in mind of traffic cops at the Newark, N. J., reputed "four corners." The one armed wall paper hanger with the world renowned hives had nothing on them.

As each delegate or guest entered the hall he was presented with a copy of "Printing" which was issuedin newspaper style each day of the convention giving timely convention news.

The large restaurant on the second floor was crowded to capacity. At each table was a gathering of friends, committees and officers. Each had his own problem to solve and here the slogan, "Share your knowledge" became more than a slogan. It became a real thing.

The Convention

At the start of proceedings, Edward W. Calkins, president of the Boston Club of Printing House Craftsmen, thanked every craftsman for the wonderful support given the second Annual Graphic Arts Exposition, which he termed, "the most wonderful show ever given in this country and it shows what craftsmen can do."

Mr. Calkins then introduced Governor Channing E. Cox, of Massachusetts. Governor Cox was given a tremendous ovation as he stepped upon the platform. He stated that he was mighty pleased with the reception inasmuch as Boston was not "on its best behavior today."

Following Governor Cox's remarks, Mr. Calkins turned the convention over to President W. R. Goodheart, of Chicago. Mr. Goodheart called on John J. Deviny, of Washington, treasurer of the International Association, to respond to Governor Cox. Mr. Deviny was introduced as a "silver tongued orator." However when he took the platform he pleaded not guilty to this remark but despite his "not guilty" plea he convicted himself of the charge.

President Goodheart, paying a tribute to the trade press, introduced John Clyde Oswald, editor and publisher of the *American Printer*.

President Goodheart proceeded to read his annual report. He stressed the need for a paid field secretary, the establishment of a monthly journal, and the need of arriving at a decision in regard to holding future expositions. In part he said:

President's Report

"The International Association of Printing House Craftsmen has now completed its third year of existence and I am proud to be able to report that the past year has been one of further healthy and encouraging growth.

"Fundamentally, the expansion and influence of this body is a logical outgrowth of its existence. The purposes for which it was founded are such as to strike a responsive chord in the breast of every craftsman; hence its success was practically a foregone conclusion from the moment that the plan of our association was conceived.

"Early in the year of my presidency, I came to the conclusion that with the rapid growth in the number of Craftsmen clubs, some method of stimulating and encouraging cohesiveness between the several individual clubs was not only desirable but absolutely necessary. I felt that if their connection with the International Association was allowed to remain coldly official, the spirit of mutuality which we regard as so important might not receive its proper stimulation. I could not but realize that if we should allow this to happen we would soon fall short of the proper kind of growth and progress for which the International Association stands and for which its officers and founders are working.

"Accordingly, after consulting with my 'official family' I devised the plan of dividing the country into ten districts, with a 'District Representative' in each. His duties were of a very general nature, and their execution was left to his discretion and judgment. Briefly, these were that he should keep in touch with the local clubs in his district, on the one hand, and on the other, with the president and officers of the International Association. He was instructed to do all that he could in any manner that semed wise, to unify the aims of the several clubs in his district and to offer advice and assistance when needed by a club or by a group of Craftsmen.

For Paid Secretary

"There is still another direction in which our future progress and usefulness may receive much needed assistance and stimulation. In my opinion the International Association should have a permanent paid field secretary, who might be charged with administrative duties, as well as with the execution of the burdensome routine work.

"This would mean, of course, the establishment of a permanent central office for the association. The advantages of having some central clearing house where the growing business of the association can be transacted will, I feel sure, be apparent to all. I recommend the appointment of a field secretary, at a suitable salary to be determined by the Board of Governors, and that provision be made for selecting and renting suitable quarters.

An Official Paper

"I feel strongly that still another step should be taken for the advancement of the aims and objects of this body. I have felt for some time that the International Association should be represented by a journal, to be published monthly or quarterly, and which would serve more effectively than any other means to give expression to the declared aims of the association. Such an organ would in no sense compete with the established trade journals in the printing industry. It would have a distinct field of its own, primarily devoting itself to presenting the Craftsmen members with educative and thought-stimulating material; to perpetuating the principle of 'share your knowledge,' which has already grown into a characteristic slogan of our association; and to serving as the official organ of this body.



JOHN J. DEVINY
New President of the International Association of Printing House Craftsmen.

"Some definite decision should be reached by this association in regard to the future holding of expositions. The Graphic Arts Exposition held at Chicago last year, and the present exposition here at Boston have shown how liberally such enterprises are supported by the industry, when trade feels that those at the head of such ventures are entitled to their confidence. I strongly favor definite action by the International Association placing all future expositions of this nature under its own jurisdiction, and reserving to itself full control over dates, places, the frequency of holding such expositions, and even the general details of administration. The possibility of great and serious harm resulting from uncontrolled local effort is as great as the possibility for good under definite control by the International Association.

"The effective work of the Association is dependent in a very large measure on funds available to it. I strongly recommend, therefore, that this convention concur in the resolution passed by the International Board of Governors at the meeting held in Boston, April 9, 1922, that 10 per cent. of the gross receipts derived from all Graphic Arts Expositions held in the future under the auspices of the International Association be payable to the treasury of the International Association for its general purposes.

"The secretary's report will show in detail the actual growth of the association, as represented by the increased number of clubs. The enthusiastic spirit displayed by our officers, both international, district and local, is extremely gratifying, and constitutes a firm foundation on which we may confidently build for the future."



THOMAS J. SAUNDERS

The efficient secretary of the Toronto Club of Printing House Craftsmen, who helped to make the trip of the Toronto delegation a success.

In concluding his address, Mr. Goodheart praised the support given the work of the association, stating that much of it was carried on at "personal expense."

What Makes a Sales Letter

First, the paper of the letterhead presents many sales possibilities—depending on the nature of the business. Color and design with a sales appeal can be used to great effect.

There is the one-page letter, and, successfully used nowadays, the four-page; the additional pages two, three and four presenting opportunities for illustration, sales and technical text in detail. By all means, keep the front pages alone, except for the heading, and the typewritten letter.

The sales letter allies, with no additional postage cost, the illustrated or text detail clipping attached to the letter, the large folder or small three by six booklet also enclosed. The latter will give the reader further detail to satisfy his interest, aroused by the letter; and color in the enclosure will help to hold his attention. A suggestion as a postscript to the letter, regarding the information in the enclosure, is too valuable to miss.

Craftsmen Elect Officers

JOHN J. Deviny, of Washington, D. C., is the new president of the International Association of Printing House Craftsmen. Mr. Deviny succeeds W. R. Goodheart, of Chicago. Mr. Deviny was honored at the closing session of the third annual convention held in Paul Revere Hall, Mechanics Building, Boston.

The other officers elected were: First vice-president, Harvey H. Weber, of Buffalo; second vice-president, William A. Renkel, of New York; treasurer, Edward W. Calkins, of Boston; secretary, L. M. Augustine, of Baltimore, Md.

Buffalo was selected as the next convention city. Milwaukee and Richmond are seeking the 1924 convention and Philadelphia the 1926 convention. The delegates voted down a motion that would change the name of the organization to the International Association of Graphic Arts Craftsmen.

The nomination speech for Mr. Deviny was made by George H. Glaeser, secretary of the Detroit Club of Printing House Craftsmen. Mr. Glaeser said, "Mr. Deviny was a man whom the Detroit Club can place the greatest confidence in, a man who we know can and will master the confidence of the entire International. One whose hard work and oratorical ability will be an added impetus to the success and growth of the International."

A Distinguished Man

George L. Buckman, of Washington, D. C., seconded Mr. Deviny's nomination. In doing so he told how Mr. Deviny had a tremendous burden placed on his shoulders at the time Liberty Bonds were printed. For his work as superintendent of work, Mr. Buckman said, Mr. Deviny was honored by having a Distinguished Service Medal pinned on his breast, an honor few civilians obtained.

Mr. Deviny did not have opposition. Secretary Augustine was directed to cast one ballot for his unanimous election. Mr. Deviny was then given a rising vote of confidence and a hearty three cheers.

Mr. Deviny, in response, said that his slogan for next year would be, "LET'S GO." He thanked the members for the honor bestowed upon him and asked the assistance of the officers who were relinquishing their positions and of every member. He said that if it were possible he would instil more vitality into the clubs already organized and would do all within his power to increase the number of clubs.

The election committee as appointed by President Goodheart comprised, Craftsmen Jenkins, of Washington; Porter, of Boston; Higgins, of Boston, and Fauntleroy, of San Francisco.

Weber Promoted

Craftsman Myers, of Milwaukee, placed the name of Mr. Weber in nomination for first vice-president. Mr. Weber is head of the district comprising Toronto, Buffalo and Rochester and is well known to Canadian craftsmen. William A. Renkel, of New York, was placed in nomination by the Chicago club for the position. Mr. Weber won the contest and a few seconds later the Chicago club placed Mr. Renkel's name in nomination for second vice-president. Nominations closed and by casting one ballot, Secretary Augustine elected Mr. Renkel.

Craftsman Myers showed himself a successful sponsor for nominees when he placed the name of Mr. Augustine in nomination for re-election as secretary. Mr. Augustine was elected by ballot over Ernest C. Dittman, connected with the Rand-McNally plant in Chicago. Mr. Calkins, who was first vice-president last year, was unanimously elected treasurer, Seeretary Augustine casting one ballot.

Mr. Augustine is secretary and treasurer of the Day Printing Co., Baltimore, Md. His election yesterday marks the third time that he has been elected secretary. While a man of small stature, Mr. Augustine has the necessary stamina for hard work. He has a splendid disposition and is as capable as he is good natured.

"Let me congratulate you upon the excellence of your journal. I read it from cover to cover, each month," said F. Pilleon, 662 Delorimier Avenue, Montreal, in referring to Printer and Publisher.

Had a Glorious Trip

Canadians Treated in Royal Fashion at Boston—A Week of Entertainment and Instruction—Toronto Club Takes Second in Attendance Awards

FROM the time the "B in Boston Committee" was appointed by the Toronto club several months ago, interest in the convention grew from day to day, and when the steamer "Toronto" cast off her lines on Saturday afternoon, August 26th, she carried a party of over forty bound for the big convention and show at Boston.

Of course no trip across the lake is complete without at least one bridal party, and in short order a happy couple had been adopted and Chas. Conquergood appointed as chaperone.

Dinner was attended in a body and after serenading and drinking the health of the bride, Cliff Lunbers presented her with a box of chocolates on behalf of the party. The groom in responding admitted that they were the most important personages on the boat.

The next "order of business" was the preparation of a song sheet and a yell and long before reaching Rochester every member was in fine voice and when it came to a yell had any college squad backed off the map.

At Rochester we said farewell to our bride and groom, and also gave a hearty reception to several newly-weds coming on board.

At Clayton next morning we picked up the Chicago and Grand Rapids delegation, numbering about one hundred, and gave them a rousing welcome. The trip through the Thousand Islands was a revelation of beauty and many making the trip for the first time were kept busy admiring the wonderful scenery, and picking a spot to build their summer home when they made their first million.

At Prescott we transferred to the steamer "Rapids Queen" and were soon in the surging waters of the famous St. Lawrence rapids. Many a camera clicked as the different points of interest were passed and in the late afternoon we shot the Lachine rapids, passing within a few feet of the stranded steamer "Rapids Prince" which went on the rocks several weeks ago. Montreal and the end of a perfect day was now in sight, and in a short time we were once more on shore and speeding to Bonaventure station in a big motor bus, with only one short hour to drink in the sights of the city, get our dinner and board the train for Boston.

Taking possession of the train as we had the boats, our car echoed with song for a time and all—yes, all but a few who wished to enjoy the "scenery" retired.

At Boston

Rain in torrents greeted us in the morning, but did not dampen our spirits or the reception given us at North Station, Boston. Here a band was waiting and led the procession of automobiles to the Copley Plaza Hotel, where visiting craftsmen were registered and received badges. As each guest registered he was handed a neat box containing a number of valuable souvenirs including a beautiful leather case, silk lined, for holding valuable papers. This case was suitably embossed with the craftsmen's emblem and had compartments for the many different legal documents. There was also a neat guide book of Boston and vicinity, giving all the details of this historical section of the continent, making it a valuable addition to any library.

The convention badge will also be kept by those attending as a valuable souvenir.

There was also a pocket map of Boston and a chart showing the distance to different parts of the city and the best route to take. The visiting ladies received a novelty gold powder case.

The Convention

It had been planned to have President Harding open the convention and Graphic Arts Show, but official duties made it impossible for him to attend as he had hoped to do. Vice-President Coolidge, Governor Cox of Massachusetts, Mayor Curley of Boston and Major Quinn of Cambridge extended to the craftsmen a hearty welcome to Boston, the home of the printing industry in the United States, and the big convention and Graphic Arts Show at the Mechanics Building was formally opened.

A magnificent folio volume displaying the printers' craft in all its richness and beauty which had been prepared for President Harding as a token of esteem from his fellow craftsmen will be sent to him by special messenger.

The volume entitled "Three Centuries of New England Achievement" was printed in Worcester under the direction of the Worcester Craftsmen's Club. It is all hand made, even the paper. Owing to the great advance in the art, paper is no longer made by hand, but the Worcester Club was fortunate enough to secure a quantity that was made in the Berkshires by hand 30 years ago and used it in the book.

It is bound in the best imported Levant, ornamented in gold and dedicated "To Craftsman Warren G. Harding, President of the United States, from the Printing House Craftsmen of New England." The book is made up of excerpts from the history, literature, science, craftsmanship and invention in New England during the past three centuries. Senator Lodge, President Emeritus Eliot of Harvard University and Henry Lewis Johnson, an authority on the art of printing in the United States, assisted in the compilation of the volume. Some idea of the magnificence of the book may be gained from the fact that the covers are lined in watered silk of Harding blue. A black case lined with the same rich silk will hold the volume on its way to Washington.

Relative of Ben. Franklin

In the afternoon an interesting address was given by Mrs. Ellen Duane Davis, the great-great-grand-daughter of Benjamin Franklin. Vice-President Coolidge also gave an address.

In the evening the visitors were well entertained. The City of Boston gave a dinner to the delegates at the Copley Plaza, and Mayor Curley officially presented Pres. Goodhart of the International Association with the key of the city, and addressed the guests. During the evening the orchestra played the Maple Leaf and the Toronto delegates stood and sang it with a will, followed by the Toronto club yell, which brought forth round after round of applause. Visitors from England, Tokio, India and the Philippines were introduced. The ladies were entertained at whist, followed by a dance.

At Tuesday's sessions addresses were given by John Clyde Oswald, publisher of American Printer, on "American Printing"; "The Educational Work of the Typothetae" by Henry P. Porter, Chairman of the Committee on Education, U. S. A; "Apprentices and Supplemental Education" by B. G. Brady, International Typographical Union.

The entertainment consisted of a shopping tour for the ladies and a motor trip to Cambridge, Lexington and Concord. This proved a very interesting outing, including a visit to Harvard University grounds and buildings, Longfellow House, Lowell House and on through to Lexington and Concord. At Lexington Mr. E. B. Worthington, President of the Lexington Historical Society, explained the many places of historical interest.

It is impossible to do justice in describing this trip in the amount of space at our disposal.

Fireworks!

The fireworks at Braves Field in the evening were attended by over 25,000 people. Some wonderful displays were witnessed including many pieces of historical interest to the printing business. It may be interesting to our readers to know that the cost of the evening's entertainment was around $6,000.

On Wednesday the convention was brought to a close a day ahead of time by the election of John J. Deviney of Washington, D. C., president of the association.

The convention next year will be held in Buffalo. On invitation of the Mayor, the Chamber of Commerce, the Philadelphia Club of Printing House Craftsmen and other organizations, it was voted to hold the 1926 convention in Philadelphia during the World's Exposition. A Graphic Arts building will be erected in connection with the fair. The convention adopted a resolution favoring the financing of such a building in co-operation with other organizations interested in the growth and development of the Graphic arts.

The speakers at the convention sessions Wednesday were Walter J. Phillips, vice-president and general manager of the Southgate Press, Boston, and Dr. A. J. Philpott of the Boston Globe. Dr. Philpott spoke on "Early New England Printing," while Mr. Phillips talked on co-operation. Charles Heale, superintendent of the Federal Printing Company of New York, was unable to be present, as scheduled, but sent an address which was read and which was entitled, "An Intimate Talk to Executives."

Following the close of the convention the delegates were taken for a sail down the harbor on the Rose Standish. The two fireboats, engine 31 and engine 47, gave an exhibition for the benefit of the delegates, many of whom had come from inland cities where fireboats are unknown. As the Standish proceeded around the harbor all the ferryboats and passing tugs saluted her. The party was given a view of the navy yard and of the old frigate "Constitution." A visit to Fort Warren was also made. This is a privilege not usually accorded visitors, and was greatly appreciated.

At Nantasket Beach the Toronto party enjoyed a dip in the Atlantic, and at the shore dinner served in the palm garden at Paragon Park again proved to be one of the livest clubs in attendance.

Toronto In Second Place.

The Chicago delegation was the winner of the large silver trophy cup awarded by the American Printer of New York. The award was made to the club sending the largest delegation the greatest distance, the points being computed by multiplying the number of delegates by the number of miles travelled. Chicago won with 36 delegates.

The award was announced by Charles Dresser, president of the Printers' Supply Salesmens' Guild, at a dinner of the Guild Thursday evening in Mechanics building. The cup becomes the permanent property of the Chicago club.

Toronto ranked second in this contest and should feel proud that so young a club could reach second place in a contest of this kind.

A Presentation

On Saturday afternoon an informal meeting was held in the smoking saloon of the steamer, and after a short discussion of club matters, Pres. Keates on behalf of the club presented Chas. Conquergood with a mahogany desk clock in appreciation of the work he had done as chairman of the Publicity committee, and in helping to bring the club to its present high standing.

The trip surpassed all expectations, and Boston will long be remembered by the members of the Toronto Club who attended the annual convention of the International Association of Printing House Craftsmen and the Graphic Arts Exposition held in that city in 1922.



A GROUP OF TORONTO DELEGATES AT BOSTON CONVENTION.

Back Row (left to right)—H. Latremouille, C. Dunnett, T. Palmer, J. Jamieson, O. J. Hutchinson, W. J. Fullerton, F. Cowle, G. Marshall, C. Hewitt. Center Row—C. K. Stewart, T. Saunders, T. Soule, G. C. Lumbers, E. Chevens, W. D. Jones, D. Smith, A. Kean, W. Cross, T. Bailey. Bottom Row—A. Archer, H. D. Tresidder, G. Parry, Mrs. Marshall, Mrs. Kitchen, Mrs. Dunnett, Mrs. Conquergood, C. R. Conquergood, G. Kitchen.

Those Who Attended

A. Archer, Canadian Linotype Limited; J. C. Acton, Acton Publishing Co.; L. W. Burke, Rapid Electro Co.; T. Bailey, Miller & Richard; R. B. Bradshaw, Bradshaw Ltd; James Boyle, Continental Pub. Co.; C. R. Conquergood, Canadian Printing Ink Co.; S. C. Cross, Davis & Henderson; C. Dunnett, R. G. McLean; O. J. Hutchinson, MacLean Publishing Co.; J. Jamieson, Miln-Bingham Printing Co.; Ed. Johnson, Canadian Linotype; W. D Jones, W. J. Gage Co.; Chas. Keates, Southern Press; A. K. Kean, Canada Printing Ink Co.; Geo. Kitchen, Sinclair-Valentine & Hoops; H. Latremouille, Ault-Wiborg Co.; G. C. Lumbers, Business Systems; A. L. Lewis, Southam Press; W. H. Milne, Sinclair-Valentine & Hoops; Geo. Marshall, Noble-Scott; Geo Parry, Rous & Mann; J. H. L. Patterson, Miller & Richard; J. C. Palmer, Toronto Type Fdy. Co.; E. E. Palmer, Toronto Type Fdy. Co.; T. Palmer, Acton Publishing Co.; H. L. Rous, Rous & Mann; H. Reeder, Standard Litho Co.; J. A. Reardon, Rolph, Clark & Stone; T. Saunders, Southam Press; T. G. Soule, Toronto Type Fdy. Co.; C. Kerr Stewart, MacLean Pub. Co.; W. H. Sears, Toronto Type Fdy. Co.; H. Trudell, Hunter-Rose Co.; H. D. Tresidder, MacLean Pub. Co.; M. A. Wareham, De-Carle Wareham; The Ladies: Mrs. G. A. Marshall; Mrs. Geo. Kitchen; Mrs. C. Dunnett; Mrs. C. R. Conquergood.

The foregoing are all Torontonians. Those accompanying the Toronto party from outside the city included, Dave Smith, Times-Journal, Fort William; J. Hurley, Hurley Printing Co., Brantford; R. J. Chevens, Barber-Ellis, Brantford.

Doing Constructive Work

Advertising Agency Business an Economic Factor of Great Importance—Address by W. B. Somerset at Meeting of Advertising Men at Hamilton

ADVERTISING ethics and how to raise the standards of the profession were among the themes discussed at the quarterly meeting of the Canadian Association of Advertising Agencies at Hamilton last month. The various speakers stressed the point that it should be more generally recognized that advertising is an economic force in modern business and that it affects the well-being of every person in the community.

The chair was occupied by W. B. Somerset, of A. McKim Limited. Mr. Somerset in his introductory speech called attention to the importance of the advertising agency, the constructive nature of the work, and its significance as an economic factor in the business life of the country. Mr. Somerset in the course of his remarks said:

"It may be fitting, in view of the fact that we are considering something in the way of a permanent organization for our association to consider one phase of this work if it be undertaken, namely, that of visualizing the importance of an advertising agency and the constructive nature of its work to the general public.

"I have no doubt that all of you have at various times had difficulty in making various parties understand the nature of the business in which we are engaged. When a man or woman who knows nothing about advertising asks you what an advertising agency is, you feel a very conscious struggle in your effort to convince your auditor that the business in which you are engaged is one of some importance and an economic factor in the business world.

May Mean Anything

"I do not suppose that there is anything about which there is so much misinformation or loose thinking as the subject of advertising. The term 'advertising agent' in many people's minds may mean anything from a sandwich man to the publicity agency accompanying a circus. That the advertising agency business consists of an organization of business experts employing large sums of capital and carrying on constructive work in the building up of business interests in this country is very far from being realized by most people.

"It is not so long ago, I suppose, that even the newspaper business was considered a very unimportant factor in the nation's life. The newspaper editor was conceived to be a down-at-the-heels person purveying news of a doubtful character to a fickle public and under conditions of extreme poverty, leading himself a somewhat Bohemian and disgusting life. That the newspapers of the country are our main source of educational influence has been more thoroughly grasped by many people within the last twenty years. That privately-owned newspapers may become an extreme menace on one hand, or on the other hand be a great blessing in the matter of molding sentiment and national ideals of a country, is being more generally recognized. But that advertising is a constructive sales factor in the matter of building up commerce is only beginning to be realized, and by comparatively few people.

Advertising During War

"I believe that we are somewhat inarticulate as far as the public is concerned as to what our organizations mean and as to what our activities have achieved. Very few people understand the value advertising was during the great war to those conducting the government of this country. The loans that were floated; the ideas that were propagated; the general movements that were carried on through the medium of advertising are known largely only to the people on the inside. Again, great public subscriptions and benefactions that were financed through advertising and the very real factor that advertising is in every day business life is but dimly recognized by very few people.

"Advertising is regarded by too many firms as an expense or extravagance in the conducting of their business. Advertising is regarded by large portions of the public as an added expense to the cost of an article. Only recently has it come to be realized by some that advertising for any concern is as important an investment as the money spent in plant and equipment, and that advertising wisely expended becomes a permanent asset and really in the end costs nothing.

Not Spent but Invested

"The present Canadian Commissioner in London was the authority for a statement that in his business he had never spent a dollar in advertising: this in spite of the fact that for the last 35 years his investments in advertising space had run into large sums every year. The point he made was that his advertising was spent on building up demand for his trade-marked articles, and that the value of his trade mark alone was now many times the amount he had at any time spent for advertising.

"The point I want to make is that part of our work as an association should be an effort to educate the public to a realization of the importance and value of our business.

"The general public should be brought to realize that advertising cheapens the cost of an article rather than increases its cost. That advertising as an economical means of marketing an article enables the advertiser to sell his goods at less overhead cost than if he does no advertising. That by handling the sales and marketing his article on scientific principles he increases his turnover and his cost of doing business is reduced, and the cost of his product, which can be sold at lower prices."

Handles Much Business

The members of the Canadian Association of Advertising Agencies prepare and place practically all the Canadian national advertising that appears in newspapers and other periodicals throughout Canada. This class of advertising amounts in volume yearly to many millions of dollars.

Morning and afternoon sessions were held, and the delegates had lunch together at the Royal Connaught Hotel.

A Glorified Brochure

The Dominion Parks Branch of the Department of Interior have issued a publication, which the Review Editor of the Evening Citizen describes as "less than a book, it is decidedly more than a booklet; rather it is a glorified brochure." "Through the Heart of the Rockies and Selkirks," of which Miss M. B. Williams is the authoress, is the most artistic piece of government printed advertising matter that has yet been published in Ottawa. The black and gold lettering on the cover are sufficiently alluring to ensure more than a cursory perusal of the contents. The publication itself which is laid out in seven chapters, to which are added three appendices, is printed on paper of a high quality—good enough to do full justice, in the reproduction, to the large number of splendid photographs with which the work is illustrated.

The edition was undoubtedly expensive to produce, but the returns to Canada should well compensate for whatever initial outlay might have been involved. A brochure such as this alone, aside from any other tourist propaganda, should bring, at a conservative estimate, fifty thousand Americans on vacation to Canada in the course of twelve months. It should even bring Europeans if judiciously distributed there.

The Canadian
Printer & Publisher

Published on the Twelfth of Each Month.

H. A. NICHOLSON - - - - - - Editor.
H. D. TRESIDDER - - - Business Manager.

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An Eminent Writer

You no doubt noted the leading article in this issue by Robert F. Salade, entitled, "Sales Suggestion." The article was specially written for PRINTER AND PUBLISHER and contains a number of practical ideas. Mr. Salade is a keen observer. He is in close touch with the development of the printing and allied industries in bothUnited States and Canada and the ideas he presents are not of a theoretical nature, but according to everyday practice of progressive thinkers and originators.

It may be in order to point out that Mr. Salade writes for Printing Art, American Printer, Inland Printer, Shears, and other leading publications.

Mr. Salade resides in Philadelphia, but he is personally known to many Canadians. He was a visitor in Toronto last July, following a visit to Montreal where he gave one of the outstanding addresses at the Canadian box manufacturers' convention.

Arrangements have been made with Mr. Salade to furnish other practical articles from time to time in PRINTER AND PUBLISHER. All of Mr. Salade's suggestions may not all be within the province of all printers, but they cannot fail to prove stimulating.

Sales Tax Criticism

The Sales Tax Act in respect to printing is apparently in for a rough voyage. Critics of the Act are numerous. Those who are raising objections include printers who are obliged to collect the tax. Exception is taken against the part of the Act which exempts the small printer whose annual business turnover does not exceed $10,000. The Act is also criticised for several other reasons. Labor, for instance, is not taxable, and it is pointed out that there seems to be nothing in the Law which would prevent any of the numerous office stationers, operating as retailers, from purchasing paper from a paper dealer at 2¼% and selling it without tax to a consumer, and if he supplied this paper to a printing office, there would be no tax on the printing. Consequently by purchasing through another channel the consumer will save the tax which the job printer, in accordance with the Act, must collect.

Attention is drawn to another feature of the Act. What position would a printer be in whose business turnover in 1921 is $11,000, and in $1922 drops to $9,000? According to the Act he would have to charge the Sale Tax in in 1922 notwithstanding that he is within the bounds of the $10,000 exemption. Then on the other hand suppose in 1921 the business turnover was $9,000 and in 1922 leaped to $18,000; according to the Act, or so it would appear, no sales tax would be collected on business done in 1922.

The rulings of the Department of Customs and Excise have also come in for criticism in connection with the Act. Toronto printers were given to understand by the Department that printers who were exempt from collecting the Tax must pay a 4½% tax on paper. As a matter of fact the paper dealers of the city, guided by a ruling of the Department, are charging 2¼% tax to all printers. In Montreal, we understand the 2¼% and 4½% tax on paper prevails.

District 16, United Typothetae of America, embracing Ontario and Quebec master printers, have prepared a petition for circulation among Canadian printing firms with an annual turnover exceeding $10,000. The petition, which opposes the exemption, when signed will be presented to the Government. However, there is very little likelihood of the Sales Tax being changed until the next session of Parliament, under any circumstances.

Lord Northcliffe

The death of Lord Northcliffe, which occurred on Aug. 14, leaves a void in the world of English journalism. No one in the English newspaper world to-day approached his genius. Nor is there anyone at the present time capable of wielding the influence which he did in politics.

One of the publisher's greatest services to British journalism was his fight to put the newspaper profession on a footing which it never had before he became identified with it.

His first venture and his first success was in connection with the publication of Answers in 1888. He was not a pioneer in this class of journalism, George Newnes having already initiated it with the publication of Tit-Bits some seven years previously.

His most striking success was no doubt achieved in the newspaper world with the publication of the Daily Mail, the first half-penny daily. With this paper he achieved an influence among the masses which he has never since lost.

The success he attained was achieved by dint of hard work. concentration and an entire disregard of any other consideration than that nothing succeeds like success.

He was most liberal in the matter of remuneration to those he employed and he made the fortunes of many men prominent in the world of journalism to-day. Somewhat erratic in temper, he did not mince matters when he had any fault to find, or criticism to make, and this trait in his character threatened just before the end to result in legal actions against him for libel.

All critics admit that no civilian worked more sincerely or effectively for the progress of the Allies' cause during the war. Fearless of criticism and indifferent alike to friend or foe when a question of public policy was involved, he earned the respect even of his enemies.

Lord Northcliffe came to Canada very often. His more recent visits were in the autumn of 1917, and last of all, on August 1, 1921.

Newspaper Radiophones

The whole of Canada may be said to be dotted with radiophone stations. Not all the large newspapers have installed radio sets, but nevertheless there is a very fair representation of the Fourth Estate in radio realm. Some of the leading dailies who are receiving and broadcasting include La Presse Publishing Co., Montreal; The Star, Toronto; The Evening Telegram, Toronto; The News-Record, Kitchener; The Free Press, Winnipeg; The Leader, Regina; The Herald, Calgary; The Albertan, Calgary; The Journal, Edmonton; The Sun, Vancouver; and The Province, Vancouver.

"What returns do newspapers get for their radio service?" is a question often asked since the radio fever swept over the country. The only compensation for the cost of providing radio service is in the favorable publicity which naturally redounds to the benefit of the paper to an extent which can only be estimated individually by the papers providing the service. The expense of providing service in many cases must prove a heavy burden. So the radio enthusiasts who can evolve a means for making newspaper radio service pay in a tangible manner will do an inestimable service to publishers.

Press Day at the Canadian National Exhibition

FRIDAY, September 1st, was Press Day at the Canadian National Exhibition. The attendance for the day was 75,000 representing 13,000 more people on the grounds than last year on the same day

Press Day at Toronto great annual fair may have but little significance to the great multitude in attendance, but to dignitaries of the Fourth Estate and to the men who direct the destiny of the Exhibition it means the recognition of power and influence that has much to do with the success and prestige of the big annual event. Though this is the forty-fourth consecutive year of the Canadian National Exhibition, the number of years during which the press have been honored falls far short of this. Back in the early days of the Exhibition, before the importance of the press as an advertising medium was fully appreciated, the pioneers of the Association did not see fit to pay their respects to the papers; and then, still later, when the management did decide that the newspapers were doing their part in the boosting of this Canadian organization, it was the proprietors of the papers who did not appreciate the honor which was being paid to them when the Exhibition set aside a day for the reciting of complimentary remarks. As a result, Press Day was more or less of a haphazard affair. The proprietor of the paper accepted the invitation to become the guest of the Exhibition for the day, if he saw fit, but he ignored it more often than he accepted.

Things Have Changed

How greatly things have changed! The Exhibition management now know that if there is one day in the whole two weeks when their festive board is to be crowded to overflowing with elbow-knocking guests, then it is Press Day. For the pressmen themselves it is a sort of reunion, quite apart from the fact that it provides the finest of opportunities for them to learn something new about the advancement of Canadian interests.

In listening to the complimentary phrases which the Exhibition management wrapped about them, the members of the newspapers were receiving no more than their due, for it is a fact that, except for the free advertising which the Association has had in years past, the Exhibition could not have reached its present stage of advancement. But the fact that the Press of Canada have been willing to swing in behind the Canadian National Exhibition and do all in their power to let Canadians know the fine resources and opportunities of the Dominion, is only an indication of their determination to play a big part in the building of this mammoth enterprise.

Press Luncheon

The luncheon tendered to the visiting pressmen by the Exhibition directors was well attended. Every seat at the luncheon table was filled. The function was characterized by warm cordiality, speakers on behalf of the journalists expressing the pleasure with which they co-operated in the interests of an institution so worthy.

T. H. Preston, of Brantford, Vice-President of the Daily Newspapers' Association, declared that annually the pressmen visited the Exhibition, saw it, and were conquered by their own enthusiasm. There were three ways in which to know Canada, he stated. One could either read about it, which required a heavy expenditure of time, or one could travel, which required a heavy expenditure in both time and money, or one could visit the Toronto Exhibition, which, while necessarily lacking to some degree the advantages of travel, was nevertheless informing to an extent that was amazing.

In title, Mr. Preston went on, the Exhibition was national. While in its importance it bore out this designation, it received no financial support from either the Federal or Provincial Governments. He looked forward to the day when the Dominion Government would make a grant toward it and when the Provincial Governments should each have on the grounds a building devoted to displays in their own interests.

Speaking as the representative of the weekly press, Lorne A. Eedy, publisher of the Walkerton Telescope and Vice-President of the C. W. N. A., prefaced his remarks with an allusion to the number of men engaged in newspaper work, who had been trained under the guiding hand of the previous speaker, T. H. Preston, whose success as a publisher is well known. Mr. Eedy said he counted it as his good fortune that he might be counted among those who had received training on Mr. Preston's paper.

"The Canadian National Exhibition is always what we expect it to be: bigger and better," said Mr. Eedy, "but people should not take it for granted that the Exhibition will expand and grow unless we give our continuous co-operation." The speaker drew attention to the breadth of the activities of the Canadian Weekly Press Association with a membership of 542, which included the leading rural weekly newspapers from coast to coast. Mr. Eedy acknowledged the courtesy of the Fair directors in setting aside a special Press Day. He saw the Exhibition as a product of the initiative of the directors, furthered by the co-operation of press and public.

Periodicals and Business Press

The magazine, periodical, technical and trade press was represented by Mr. Horace T. Hunter, Vice-President of the Canadian National Newspapers and Periodicals Association. Mr. Hunter drew attention to the extent of the field covered by publications of the Association which he represented. They included magazines, religious papers, farm papers and numerous business publications, with a total circulation of 2,425,000, which may be said to represent the balance of the power of the press in Canada. Mr. Hunter drew an analogy between the publications for which he spoke and the Exhibition. Both, he pointed out, were national and international in their influence and scope, and he thought it would be splendid if the readers of Canada's national publications could all be induced to attend Canada's National Exhibition. Not upon the mass, but the class of people who attend the Exhibition does its success depend. The Canadian National Exhibition should be made increasingly attractive to the business men of Canada, stated Mr. Hunter. "Every day is Press Day for us," he continued. "You have exhibits and special days for exhibits that come within the province of the business press; they touch all lines. The business press of the country have great responsibilities," observed the speaker, who referred to an address given by His Honor, Colonel Henry Cockshutt, Lieutenant-Governor of Ontario, in substantiation of this opinion. His Honor, speaking at the annual meeting of the C. N. N. & P. A. last November, remarked that, in his opinion, the technical and trade newspapers of the country, even more than the daily press, are accepted as guides and counsellors by its readers. He had been a consistent reader of business papers, and had ample opportunity to observe their influence upon their readers.

For 37 Years

The pressman to hold the record for consecutive years of attendance at the Exhibition was A. J. Young, of Cornwall, who was present for the 37th year in succession. When called upon by President Robert Fleming for a few remarks, he spoke of the growing recognition which the Fair Association had accorded the press and which had been responsible in so large a measure for its success. The patronage bestowed upon music he further approved, stating that, in his opinion, Music Day had marked the inauguration of a new era in the Exhibition's history.

"The men who started this Exhibition," he concluded, "were men of vision, and the present directors are equally such. Let them be sure that their vision never becomes obscured, for they have the greatest thing of its kind in the world to foster and to develop."

The Worst Has Passed

"Cheer up, the worst is yet to come," is an ironical, time-worn old adage that can be revised for the present. Just now the business man can look in his mirror and say: "Cheer up, the worst has happened." And the worst having happened, what follows naturally must be in the way of improvement. Everybody agrees that the country is on the up-grade, although it naturally will be some time before the increased buying capacity of the public will begin to make itself materially felt.—*British Whig.*

Sales Tax Problems

Ruling of Department of Customs and Excise Not Received by Printers With Any Show of Enthusiasm—Puzzling Cases Cited

From Our Ottawa Correspondent

TO CLEARLY interpret any form of legislation calls for careful study, as there are in every act clauses of uncertain quality, not clearly set forth, which give off the appearance of loopholes of escape. This is particularly true of the Sales Tax Act, which owing to its peculiar necessity of applying to such a varied field, must of necessity appear somewhat of a conundrum to certain businesses.

On the whole, Ottawa printers are experiencing no great difficulty in the application of the act. Some few have called upon the Department of Customs and Excise for rulings on various points which are not quite clear, and have been favored with some rare decisions. The decisions handed down are not received with any outward show of enthusiasm, and it is the contention of local members of the trade that the power invested, i. e., "the Minister of Customs and Excise shall be sole judge, etc.," is too great, and should never have been given to any one individual. It is felt that the best interests of the act and the printer could have been served by a committee of practical printers.

A department official expressing himself (unofficially) felt that printers in general were trying to tear the act to pieces, while he could not see anything in the act that was not as clear as daylight. "The department does not take the stand of an executioner," he said, "but is trying to assist in every way possible those to whom the act applies." He expressed the belief that in questions of a controversial nature the department will inevitably follow the lines of least resistance. The department line-of-least-resistance must be elastic judging by the following ruling which will be of interest to the trade.

Had to Pay 4 ½ Per Cent.

A local service and supplies dealer in Ottawa recently sold to another printing establishment, a small supply of material and collected 2¼ per cent. tax, which was apparently in order, as both dealers were in possession of the Sales Tax license. However, the department ordered that the purchaser in this case should pay 4½ per cent. as the material was to be used in his own business, which would make him a consumer. In this case the purchase was only of a very small quantity and the extra 2¼ was relatively unimportant, but had the purchaser in this case purchased through a business house doing less than $10,000 he would have saved 4½%. There is nothing in the act that will prevent a buyer of printing from purchasing in this way. In department circles it is expressed that any deliberate attempt at side-stepping in this way in large purchases would result in conviction under the clause which provides that "every person who being thereto liable, neglects or refuses to pay any war excise tax imposed, etc.," while it is the contention of the local shop that conviction could not be registered. This, however, is a hypothetical point which only a court case would settle.

Another case of practically the same nature as the above came up for discussion and again it was clear that the business is taxed, and the merchant in possession of a license is not as well off as the smaller merchant or the man in the street who has no shop rent to pay. This case was of two printing houses who sell to the retail trade and are also graded as manufacturing printers. Merchant number one was temporarily run out of loose leaf ledgers and purchased a few from merchant number two to whom a tax of 2¼% was paid. Merchant number three, who does less than $10,000 worth of business per year, also purchased a few ledgers from merchant number two on which there was no tax. In discussing this case with an official, who also expressed himself in an unofficial capacity, it was suggested that it undoubtedly would pay merchant number one to secure merchant number three or someone who was not a merchant at all, to act as purchasing agent whenever in need of ledgers.

This issue is the result of the clause which provides that "the tax is collectable on all printed matter (which includes the manufacture of loose leaf ledgers) which a printer makes up for stock during slack periods, to be later sold as demands arise." In this connection it is understood that the tax is to be collected on the manufacturing cost of such stock, and is to be included on Form B.93, at the time such goods are placed in the stock of the service and supplies branch of the establishment. In this way the manufacturer pays 2¼% tax, and collects a further 2¼% tax if these goods are sold to another merchant who carried a Sales Tax license, but on which he does not collect if he sells direct to a retail customer through the retail branch of his establishment.

Another clause which was not quite clear is in connection with the provision of payment of "4½ per cent. tax by all printers whose annual volume of business exceeds $10,000, based on the year 1921." The classification of a printer is to be carried forward yearly according to the volume of his previous year's business, i. e., 1922 based on 1921, 1923 based on 1922, etc. But it is understood that there can be no hard and fast ruling as to the classification of a job printer whose yearly business hovers around the $10,000 mark. For example during the year 1921 a firm does less than $10,000 worth of business, but during the year 1922 business picks up and he may do an $11,000 business, but during the year 1923 there is a slump in business and he again comes under the $10,000 mark; it is clear that a $10,000 business has not been established, and as the classification of a business is worked out on a percentage basis, it is very improbable that the department would issue a Sales Tax license to that firm.

Written Invoice Necessary

Where a business comes within the jurisdiction of the Act, the department does not expect that a full return on the previous year's turnover be rendered. The Act provides that "the purchaser shall be furnished with a written invoice, which invoice shall state separately the amount of such tax", which covers every possible slump in business, and which is the correct return on the actual amount of business for the year. During the year 1922 business may amount to $25,000 which will place that business in the licensed class, but during the year 1923 the actual amount of tax paid in to the department will be according to the Form B.93, which return is completed monthly and forwarded to the department.

The clause in the memorandum which provides that the tax "shall not be applicable to goods made to the order of the individual customer by a business which sells exclusively by retail," would seem to exempt printers, but officially it does not, and was inserted, so an official of the department stated, for the purpose of protecting merchant tailors and other similar businesses, which have been classified as retail dealers and not manufacturers. The department further points out that the clause which states that "all printers whose annual volume of business exceeds $10,000.00, etc.," is clear contradiction of any possibility of exemption on the part of any printing establishment which comes under this classification.

The only exemptions which are provided for in the Act are on newspapers, quarterly, monthly and semi-monthly magazines and weekly literary papers unbound, and bibles, missals prayer-books, psalm and hymn-books, religious tracts and Sunday school lesson pictures.

To Avoid Contention

By not applying the tax to small establishments with a business of less than $10,000 per year, the department felt that it would be avoiding much contention over the definition of a manufacturing printer and a retailing printer. Prior to the issuance of the memorandum, all job printers, no matter how

small their businesses, were regarded as manufacturers and therefore liable for the full tax of 4½ per cent.

The Act is to be applied in direct accordance with the following: where a printer selling say $25,000 worth of printed matter annually supplies wholesalers, such as stationers, smallwares, etc., with stock goods such as receipt blanks, notice cards, loose leaves, etc., which the said wholesaler, stationer, smallwares, etc., have purchased for the purpose of resale, the amount of tax collectable is 2¼ per cent. But where the printer sells printed matter for the consumption of the party to whom directly sold, the tax collectable is 4½ per cent. In the case of the wholesalers, such as stationers, smallwares, etc., who have purchased such goods as above mentioned make a sale of such goods to the retail shop or consumer, the tax collectable is 2¼ per cent, thus making up the amount of tax of 4½ per cent.

Sales Tax licenses are issued yearly as from April 1st to March 31st, and cost $2, with provision contained in the Act as follows: "every person who, being thereto liable, neglects or refuses to pay any War excise tax imposed by this part, shall be liable, on summary conviction, to a penalty of not less than fifty dollars and not exceeding one thousand dollars."

Adhere Strictly to Rates

Publishers occasionally receive insertion orders for advertisements in which the advertiser, or the advertiser's representative, submits a charge at less than card rates. There is but one course for the publisher to pursue when this occurs; that is to have the insertion charge properly adjusted.

Publishers everywhere are more and more beginning to realize the importance of adhering strictly to rate quotations. Adherence to rate cards engenders confidence, and gives tone and prestige to business practice. Since it is good policy and good business practice for the publisher to insist upon card rates when asked to insert advertising at a reduction, by the same token it should prove good policy and good business practice to adhere to rate cards when orders for advertising are received which are above card rates.

A case in point recently came to light in connection with the Government advertising campaign regarding the conversion of 1922 Victory Loan Bonds. A number of publications of a large publishing house received orders for these advertisements, which, if allowed to go through without correction, would have resulted in overpayment of approximately 30 per cent.

The publisher in this instance promptly notified the Department of Public Printing and Stationery of the error and submitted the correct rates, stating, in part, as follows:

> "We beg to acknowledge and thank you for advertising orders sent to our various publications, re Victory Bonds campaign.
>
> "We find, however, that the incorrect rate has been given in a number of cases, and while we would gain $1,240.60 by letting the matter stand, we thought it only right to advise you of these errors in order that you might correct your records and send us revised instructions for the correct amounts."

Publishers should at all times enforce adherence to rates quoted on rate cards. They should accept no reduction, and in the occasional case of overpayment should refund to the advertisers, after the example just quoted.

May Ease Coal Problem

Novel suggestions for the amelioration of coal famine conditions in Toronto this winter were advanced at the Directors' luncheon at the Canadian National Exhibition.

While addressing the newspapermen who were guests at the luncheon, President Robert Fleming said: "I understand you country Editors often get paid for subscriptions with wood and other things in kind. You might send the wood to us to burn this winter."

Later on, in the course of his speech, H. T. Hunter, President of the C. N. N. & P. A. referred to this, and, to twit his daily and weekly newspaper colleagues, said: "Mr. President, if they cannot send you any wood, they can provide you with enough hot air to keep you warm."

Successful Short Course

SASKATCHEWAN and Alberta were awarded the premier honors in the country newspaper competition held in connection with the annual short course and conference of publishers, at the Manitoba Agricultural college during the week of August 7. The winners:

In the general newspaper contest, the following were awarded the cash prizes: 1, North Battleford, Sask., "Optimist;" 2, Redcliffe, Alta., "Review"; 3, Peace River, Alta., "Record;" 4 and 5, North Battleford "News" and Wilkie, Sask., "Press," ties; 6, Wynyard, Sask., "Advance."

To the North Battleford "Optimist" also goes the Linotype cup. Those with honorary mention are: Swift Current, Sask., "Sun"; Pilot Mound, Man., "Sentinel"; Hartney, Man., "Star; Melfort, Sask., "Moon"; Estevan, Sask., "Mercury"; McCreary, Man., "Times".

The Sales Manager's cup for the newspaper giving the merchants of its community the best co-operation, was won by the Peace River, Alta., "Record". The Hartney "Star" and the Wilkie "Press" received honorable mention. For having the best local page, the Melfort "Moon" was awarded the gold watch donated by the Toronto Type Foundry.

Thirty-five newspapers entered the contest, twelve being from Manitoba, seventeen from Saskatchewan and six from Alberta. One entry from Bemidji, Minn., was not eligible.

The committee in charge of the competition consisted of M. W. N. McElheran, of Stovels, Ltd.; W. J. Hesley, provincial librarian, and George Batho, director of publications, Manitoba department of agriculture. D. B. MacRae, V. M. Kipp, and A. W. Puttee acted as judges. The prizes were presented by H. M. Hunt, of Miller and Richard, H. J. Hardie, Toronto Type Foundry, and D. McIver, president of the Sales Managers Association of Canada.

The program of lectures, addresses and events in connection with the short course in journalism at the Manitoba Agricultural College marks the highest achievement in Canada for short courses for newspaper publishers and their staffs. The addresses and lectures took in practically the full range of the publishers' every-day work. Some of the subjects included: Establishing a Newspaper, G. H. Cameron; Printing Costs, O. H. Pollard; If I Were a Publisher, V. W. Jackson; Canadian Song and Story, W. T. Allison; The Editor's Problems, M. E. Nichols; What the People Expect in Their Newspapers, Alex. Dunlop; The "Devils" in Agriculture, T. J. Harrison; Good Business Practice, Geo. E. Buck; What a Customer Expects, M. W. N. McElheran; The Man Behind the Paper, Fred C. Middleton; Salesmanship, T. A. Kennedy; Linking Up Local and National Advertising, H. A. Cushman; Financing a Newspaper, by J. Leonard Paul; The Rural Press and the Rural Problem, Fred C. Middleton; A Talk on Selling, W. J. Wilson; Service, C. H. S. Bamford; Local Advertising from the Manufacturers' Viewpoint, R. S. Young; The Advertising Agency and the Local Newspaper, Bruce Campbell; Government Agricultural News, W. J. McLeod.

The course lasted from Monday till Friday, inclusive, and sight-seeing, entertainment and tours of inspection made the course highly enjoyable as well as instructive to all who attended.

Toronto Short Course

Experienced journalists and aspiring journalists to the number of approximately one hundred assembled for the opening lecture of the second annual short course in Journalism at the Toronto University, September 11. The course was arranged for one week's duration, and at the time THE CANADIAN PRINTER AND PUBLISHER went to press the initial stages of the course were completed with every evidence of those in attendance securing an excellent week of inspiration and instruction. The course is intended primarily for weekly newspaper editors and their staffs, but is open to anyone interested in journalism.

The October issue will contain a full report of the course.

Weekly Publishers Discuss Their Problems

THE annual meeting of the Huron and Perth Press Association at Milverton, August 18th, attracted a large gathering of publishers and their wives from both counties.

Dinner at the Grand Central Hotel was followed in the afternoon by a business session of the members in the public library while the women of the party were taken in tow by Mrs. Malcolm MacBeth, wife of the publisher of the Milverton Sun, and shown the principal sights of the place.

Topics discussed at the afternoon meeting were "Newspaper Make-up and The Treatment of News," by William G. Colgate of The Wingham Times; "The Value of the Editorial Page in The Weekly Newspaper," by W. H. Robertson, of The Goderich Signal; "Saving Time in the Job Room," by John W. Vanatter of The Goderich Star, and "Some Reminiscences of 40 Years," by W. H. Kerr of The Brussels Post.

Mr. Roberts thought that the editorial page of the weekly newspaper should have as good a literary standard as that of the daily press. Rural matters get comparatively little attention from the dailies. "Who is going to look after them unless the weeklies do so?" asked Mr. Robertson. "Here we have an opportunity to improve our service."

Some very practical and helpful ideas were developed by Mr. Vanatter in the course of his discussion on problems that sometimes perplex the job-room. He illustrated his points with specimens of job work and a description of how various difficulties had been met and successfully overcome.

Mr. Colgate in an informal talk on newspaper make-up and the handling of news pointed out that the publisher was a retailer of news, that the front page of his paper was his display window, and that he should emulate the progressive storekeeper who took care to display his goods in such a way as to attract the attention and arouse the interest of the shopper. In this way he createed a favorable impression of his paper and won readers to it. It took but little extra time to get out a clean, newsy paper with well-written heads and speaking from his own experience he believed the effort was worth while.

Officers Elected.

Officers for the ensuing year were elected as follows:—Honorary President, John W. Eedy, St. Mary's Journal-Argus; President, W. H. Kerr, The Brussels Post; Immediate Past President, Malcolm MacBeth, The Milverton Sun; Vice-President, John W. Vanatter. The Goderich Star; Secretary, Alex Abraham, Stratford; Executive Committee: Malcolm MacBeth, ex-officio; William G. Colgate, The Wingham Times; J. W. Southcott, The Exeter Times, and H. D. Davis, The Mitchell Advocate.

After the sessions the delegates were motored to the beautiful home of Mr. and Mrs. Malcolm MacBeth where on the spacious tree-shaded lawn of their hosts they were entertained at tea. Here the dean of the scribes, W. H. Kerr, who looks for all the world like the Laird of Brussels when he dons his peaked cap and north of the Tweed suit, got off one of his feel-ee-ceetous speeches. If W. H. were not Scotch by name and serious by nature, it might be supposed that he at some time had kissed the Blarney stone. Possibly he would be talking yet had he not caught sight of Davis' white "breeks." That was too much. He sighed "30" and dropped into his seat. After that nobody spoke. And the meeting broke up in peace and harmony just as the katydids were tuning up for their nightly concert. To show their appreciation however of their most hospitable treatment by Mr. and Mrs. MacBeth, everyone joined heartily in singing "For They Are Jolly Good Fellows."

Those in Attendance

Among those present at the convention were: Mr. and Mrs. Alex. Abraham, Stratford; Mr. and Mrs. J. W. Southcott, Exeter; Mr. and Mrs. Chester Smith, Zurich; Mr. and Mrs. W. H. Kerr, Brussels; Mr. and Mrs. H. D. Davis, Mitchell; Mr. and Mrs. John Vanatter, Goderich; Mr. and Mrs. A. G. Smith, Wingham; W. H. Robertson, Goderich; Mr. and Mrs. Athol McQuarrie, Goderich; G. E. Hall, Clinton News-Record; Miss Holmes, London; Miss Ruth Davis, Mitchell; Mr. Kenneth Abraham, Stratford; Forbes Colgate, Wingham; A. W. Rees, Geo. O. Smith, W. Thomspon, Milverton; Misses Janet and Dorothy Page, Milverton; Mrs. D. Stewart and Mrs. May Stewart, Stratford; Miss Ethel Elder, Miss A. Nairn, Goderich; Miss Long, Detroit.

It was decided to hold the next convention in St. Mary's.

Bay of Quinte Editors Meet

The Annual Meeting of the Bay of Quinte Press Association was held in Belleville, August 18th. Through the courtesy of J. O. Herity, formerly editor of the Belleville Chamber of Commerce, their offices were placed at the disposal of the pressmen for the day. There was a good attendance of the newspapermen from the district. Among theose present were, E. Roy Sayles, Manager Canadian Weekly Newspapers Association, Toronto; J. G. Keefer, The Register, Norwood; A. H. Watson, The Review, Madoc; Jas. Watson, The Review, Madoc; H. W. Sabine, The Herald, Marmora; Jas. Currie, The News-Argus, Stirling; E. S. Bennett, The Leader, Stirling; G. A. Kingston, The Herald, Campbellford; C. G. Young, The Courier, Trenton; T. Jarrett, Quinte Sun, Trenton; J. Lewis Milligan, The Intelligencer, Belleville; Mr. Embury, The Ontario, Belleville; T. J. G. La Fontaine, The Advocate, Tweed; D. H. Morrison, The News, Tweed; Wm. Steet, The Times, Picton; and A. E. Calnan, The Gazette, Picton.

The visiting newspapermen were welcomed by Mayor Hanna, who extended to them the freedom of the city and invited them to return for future gatherings. H. W. Ketcheson, President of the Chamber of Commerce, also extended a hearty welcome.

A. H. Watson of Madoc, President of the Association, was in the chair.

Addresses by E. Roy Sayles of Toronto and J. G. Keefer of Norwood, featured the morning session.

Mr. Sayles told of the work and progress of the Weekly Press Association. Organized in November, 1919, less than three years ago, it has now a membership of 540 out of the 600 weekly newspapers in Canada. This result is largely due to the splendid ability and wise guidance of the Manager, Mr. Sayles. The work of the Association in standardizing business practices and improving the quality and service of the weekly newspapers of Canada has been most marked. Mr. Sayles said that the successful business man is the one who organizes his business. He urged more co-operation among the Bay District publishers.

Mr. Keefer gave a practical business address. He has succeeded in running a successful newspaper in a town of 800 people and is giving the community excellent service. He gave much of the credit for any success that has attended his efforts to the Canadian Weekly Newspapers Association. Mr. Keefer was largely instrumental in organizing and successfully carrying through the Old Home Week recently held in Norwood.

The afternoon session was devoted to a discussion of newspaper and job printing problems in which all took part.

It was decided that the next annual meeting be held in Belleville.

The election of officers resulted as follows: President, A. H. Watson; Vice President, H. W. Sabine; Secretary-Treasurer, A. E. Calnan; Executive, C. G. Young, D. H. Morrison, E. S. Bennett.

Sales Tax Ruling on Engravings

The following Sales Tax Ruling was received by the Chairman of the Trade and Legislative Matters Committee, Toronto Typothetae, from the Department of Customs and Excise, Ottawa, dated August 2, 1922:

> "With reference to the sale of engravings, plates, half-tones, etc., by engravers to job printers, it has been decided that the tax of 4½% applies on the sale of plates and engravings, no matter to whom sold, as the job printers or other purchasers would be considered the consumers of these engravings.
>
> "It will therefore not be necessary for the job printer to charge a sales tax on these engravings, etc., if sold by him."



An interesting reproduction from a large oil painting.
Engraved and Printed by the Stovel Company, Limited, Winnipeg, Canada.

Selling Rates and Sales Tax

Momentous Issues Discussed at Meeting of District 16. U.T.A.—Opposed to Sales Tax Exemptions—Petition to be Circulated—Leading Officials at Meeting in Montreal

COST selling rates and problems of the Sales Tax were discussed to great length at a meeting of executive committees of District No. 16 of the United Typothetae of America, held in the council chamber of the Board of Trade Building, Montreal, August 8. District No. 16 includes Quebec and Ontario local branches of the U. T. A. and representatives from Montreal, Quebec, Ottawa, Toronto, Hamilton and Waterloo were present.

The meeting was featured by the presence of the two leading international officers of the organization, J. Linton Engle, of Philadelphia, President of the United Typothetae of America, and J. Clark Acton, of Toronto, First Vice-President.

Sessions commenced shortly before 11 o'clock, a.m. and continued, with an intermission for lunch, until 4 p.m., when the visitors were taken for an automobile drive around the city.

In the evening the regular monthly meeting of the Montreal Graphic Arts Section of the C. M. A. (which is the Montreal branch of the U. T. A.) was held at the Canada Club, taking the form of a banquet, to which all those present at the district meeting were invited. On this occasion J. Linton Engle delivered an address on the history and the progress of the U. T. A. and the effective work the organization was carrying on in Canada and United States and urged a full attendance at the Cleveland Convention, October 16 to 20. J. Acton Clark followed Mr. Engle, commenting upon the splendid manner in which the printers of Ontario and Quebec were co-operating for the benefit of the printing industry.

F. E. Fontaine, President of the Montreal Graphic Arts Section occupied the chair in the evening. At the district sessions, Thos. V. Bell opened the proceedings as district committeeman, then called upon Mr. Fontaine to take the chair; Mr. Fontaine, however, courteously conferred this honor upon Mr. Acton as the First Vice-President of the U. T. A. and a member of District No. 16.

The names of those attending the sessions follow:

E. Sawyer, J. Emile Roy, F. E. Fontaine, W. W. Southam, Harold Austin, C. L. Walters, H. Upton, G. M. Markham, T. V. Bell, T. P. Thornton, Travice Tod, of Montreal; A. L. Lewis, Q. B. Henderson, D. S. Murray, J. Clark Acton, H. A. Nicholson, E. A. Bradshaw, G. D. Thomas, G. M. Rose, F. F. Clark, of Toronto; J. P. Byrne, Ottawa; L. A. Vachton, Quebec; James Heveron, Waterloo; G. H. Wright, Hamilton; and J. Linton Engle, Philadelphia. Apologies for absence were received from Senator Smeaton White, Gain Corneil and W. D. Desbarats.

The operation of the Sales Tax Act in regard to printing and the clause in the act exempting printers whose annual sales do not exceed $10,000 came in for considerable criticism during the morning session. Henry Upton of Montreal, who was greatly responsible for securing the "long price list" in Canada, is now giving the Sales Tax close attention. As a member of the Trades Matters and Legislative Committee of the district he brought to the attention of the meeting some of the weaknesses of the Act and pointed out the difficulty printers often had in interpreting it in accordance with the construction placed upon certain of its provisions by the Department of Customs and Excise. A Montreal printer recently was informed the would have to pay $3,000 in taxes he did not collect, due to misunderstanding of the Act. The printer, a member of the Graphic Arts Section, C. M. A., Montreal, brought the case before the Trades Matters and Legislative Committee. The matter was taken up with the Government and it is probable that the matter will be adjusted in the nature of a compromise.

The intricacies of the Act and the problems it presented to printers were brought to the attention of the Hon. Mr. Fielding direct by correspondence and personal representation, said Mr. Upton, but the Minister of Finance on the occasion of a recent personal interview was in no mood to give the committee the hearing it felt it had a right to expect, saying, in effect, that the Act would have to stand, at least until the next session of Parliament, and if the printers of Canada had any objections to the Act that would be the time to bring them forward.

According to the Act a consumer of printing, it would appear, may buy paper at 2¼% then supply the paper to his printer and thus escape the 4½ per cent. Sales Tax on his work. This is in accordance with a ruling from the Department which says: "Where the customer supplies the paper to be printed by the job printer, the charges made by such job printer for printing are exempt from the payment of Sales Tax, since no sale of material takes place."

Probably the most objectionable feature of the Sales Tax in the opinion of the Typothetae members is that portion of the tax which exempts small printing concerns with an annual business turn-over not exceeding $10,000. In this connection Mr. Upton presented a petition to the meeting which is to circulate among printers throughout Canada whose annual turnover exceeds $10,000. The petition provides columns for the signature and address and is worded as follows:

To the Honourable,
The Minister of Customs and Excise, Ottawa, Canada.
Sir:—

This Petition, presented by those printers of Canada whose annual turnover exceeds ten thousand dollars per annum, respectfully showeth:

That at the last Session of Parliament, Section 13 of "The Special War Revenue Act, 1915," was amended (in part) as follows:—

> "In addition to any duty or tax that may be payable under this part, or any other statute or law, there shall be imposed, levied and collected an excise tax of two and one-quarter per cent. on sales and deliveries by Canadian manufacturers or producers, and wholesalers and jobbers, but in respect of sales by manufacturers to retailers or consumers the excise tax payable shall be four and one-half per cent. Provided that the taxes specified in this section shall not apply to sales of job printed matter produced or sold by printers or firms whose sales of job printing do not exceed ten thousand dollars per annum."

Your Petitioners respectfully submit that the legislation above cited is discriminatory, and that a tax imposed on ANY job printing should, as a matter of course, be imposed on ALL job printing. It is manifestly unfair to those who are the mainstay of the job printing industry inasmuch as it favours the small at the expense of the larger investor to whose sagacity, energy and foresight his success in business is due.

It is universally conceded that class legislation is not in the interest of the community as a whole. Inter-class legislation being infinitely worse, your petitioners humbly pray that the exemption in favour of job printers doing a business of less than ten thousand dollars a year be abolished at the earliest possible moment, thereby placing all engaged in the industry on an equal footing.

Cost Problems

Wherever there is a gathering of printers the subject of production costs and selling rates is reasonably sure to hold the centre of the stage for a considerable length of time. This meeting was no exception to the rule.

Toronto and Montreal are competitive fields for printers. The Typothetae branches of both cities have been providing statements of costs and production and suggested selling rates for the guidance of its members. The Toronto representatives informed the meeting that difficulty had arisen in respect to the issuance of suggested selling hour rates, the majority of the members of the executive committee of the Toronto Typothetae being opposed to issuing these rates. This news proved somewhat of a bombshell to Montreal representatives. In their opinion it would mean the abolish-

ing of the suggested hour selling rates in Montreal, and would result in ruinous price cutting in both cities. W. W. Southam strongly urged the retention of the practice of issuing suggested selling hour rates by Toronto Typothetae, and he drew attention to the good results secured in Montreal since the practice was adopted there, and no great difficulty was being experienced in preparing statements that meet with the approval of printers of the city. The Toronto representatives were not empowered to act in the matter and asked Mr. Southam to present his views at the annual meeting of the Toronto Typothetae, September 21, which he agreed to do.

A. L. Lewis, reporting on the progress made by the Trade and Legislative Matters Committee in their attempts to secure a Marking Act for printed and lithographed matter, intimated that there was good reason to believe that the Government was going to give the proposals in this connection favorable consideration. He thought it a mistake, however, to be repeatedly nagging at the Government about various matters, particularly certain features of the Sales Tax, which would not be changed at present under any consideration. Repeated nagging may only have a tendency to jeopardize the favorable views now entertained by the Government in respect to the Marking Act.

Favorable Reports

Recently seventeen new cost systems have been installed and five old systems revised among Toronto Typothetae members, according to President Douglas Murray's report read to the meeting by Executive Secretary, W. A. Sutherland. Each month forty-four 9-H sheets are made out in Toronto Typothetae offices, and forty-seven copies of form 18 are also made out, and red ink analysis service is given forty-seven plants. Visiting cost service is given to four firms and visiting bookkeeping service is performed for five plants. Twenty-four yearly 9-H sheets submitted to U. T. A. headquarters to be included in the annual Typothetae composite statement made the best showing to date of any U. T. A. locals, according to advice received from the U. T. A. Department of Research.

The Toronto report showed the mutual benefit associations in separate shops to be operating successfully, the object being to assist employees in case of sickness. A labor bureau which has been in operation for several months is also rendering good service to Typothetae members; applicants for positions numbered on an average of twenty-five per week, positions being found for an average of seventeen employees weekly in composing rooms, press rooms and binderies. Group insurance has also been lately taken up by the Toronto Typothetae in which all members are at liberty to participate. The credit and collection bureau is another successful branch of Toronto Typothetae service; members are receiving reliable credit information and a large number of outstanding accounts are being collected through this bureau.

The Membership of the Toronto branch was shown to have experienced a splendid growth in the past year. It now includes 128 members, comprising nearly all the foremost printing establishments in the city.

The Trades and Legislative Matters Committee of the Toronto Typothetae has been very active on matters of vital concern during the past year, giving attention to the marking act, tariff matters, sales tax, trade customs and the "long price list." The granting of the long price list which will become effective in Toronto September 18, and the satisfactory progress made toward having a marking act for printed and lithographed matter, are examples of the committee's achievements.

Favorable reference was made in the Toronto report to the Monthly Bulletin which keeps the members informed of Typothetae activities; to the direct-by-mail advertising campaign, and to the series of successful entertainments under the direction of the entertainment committee. The finances of the Toronto Typothetae were reported to be in good condition and the local activities keenly appreciated by the members.

Montreal Report

There are 71 members of the Montreal Graphic Arts Section of the C. M. A., according to the report of President F. E. Fontaine, read at the meeting by Secretary Travice A. Tod. Affiliated with the branch are six lithographers, who have joined the association for the purpose of studying costs. The report intimated that there are not more than 25 firms left in Montreal which might be classed as desirable members for the association.

Forty-four members were shown to be operating the Standard Cost Finding System and 24 9-H forms are being made out for members. A visiting cost clerk keeps the cost records, posts time sheets and frequently writes letters and makes invoices for three members of the association. More offices will likely be added to the list. Forty members were shown to be taking advantage of the waste paper selling service provided by the association. Tenders are secured every month for the purchase of the paper, the contract going to the highest bidder; thus better prices are obtained.

The credit and collection bureau installed recently by Wm. L. McKay, District Secretary for the U. T. A., is now in full operation. Over 11,000 customers' names and ratings have been received to date from 43 of the members. Eight members have availed themselves of the collection service, submitting 31 outstanding accounts amounting to $686-.36. To date nine accounts have been collected, amounting to $145.65.

The report indicated that the trades matters committee, under the able chairmanship of Henry Upton, was the most active committee of the association. Results achieved included the securing of the long price list (now in operation) from the paper houses of Montreal; also the assurance of a long price list from engravers and electrotypers.

The value of the weekly letter sent to all members from the office of the secretary was noted in the report. It keeps the members informed, and is published in both French and English. Copies are generally sent to Quebec for distribution among the local members there.

The report was thoroughly optimistic and the executive committee men of the Montreal Graphic Arts Section look forward to greater accomplishments in the days ahead.

Reports of Other Centres

Brief reports were given by the representatives of the other local branches of District 16, which includes Quebec and Ottawa. Western Ontario District was also represented, as was also the city of Hamilton, where a branch as local is contemplated.

Reporting on conditions in Ottawa, J. P. Byrne said business was at present slow and competition keen. Some difficulty had been found in securing prices in accordance with U. T. A. figures, as the latter were invariably too high. Mr. Byrne was anxious to see a plan formulated which would help solve the difficulties of Ottawa printers in the matter of establishing proper prices for work. Secretary Tod of the Montreal local agreed to co-operate with Mr. Byrne in establishing a proper list of prices for the guidance of Ottawa printers.

In city of Quebec Typothetae activities are not very brisk. There are eight members belonging to the local in this city and but four 9-H sheets are being used. The Montreal local expressed a willingness to aid the branch in Quebec, especially in regard to a cost system, after which an improvement in the situation there may be expected.

Hamilton should be a Typothetae city in the opinion of G. H. Wright, who reported on conditions there. Several large printers are interested in Typothetae work, and are anxious to become affiliated. Hamilton has at present but one Typothetae shop. Mr. Wright said of the various activities of Typothetae, that of cost appealed to Hamilton printers the most.

Reporting on conditions in the district covered by the Western Ontario Typothetae, J. Heveron said the branch had been fairly well organized when the strike occurred and upset matters. After some eighteen months of inactivity, things were again beginning to move in Typothetae circles of the district and an encouraging progress is now taking place. Some of those who were opposed to Typothetae have become ardent supporters since the meeting held at Guelph a few months ago, when a good opportunity was afforded to learn something of the value of Typothetae work. Mr. Heveron said the next meeting of Western Ontario Branch would be held in Galt at which a large and enthusiastic gathering of printers was expected.

J. Linton Engle was asked for a statement regarding the open and closed shop divisions of the U. T. A., which some

members in the United States wished to abolish. Mr. Engle spoke highly of the benefits derived from these divisions and favored their retention. The question will be debated at the convention at Cleveland.

A Review of Typothetae Activities

Delegates and visitors were guests in the evening at the dinner-meeting of the Montreal Graphic Arts Section, C. M. A., in the Canada Club, when J. Linton Engle, of Philadelphia, delivered an address on the general character of the various activities of the United Typothetae of America, of which organization Mr. Engle is the head. The President of the U. T. A. in his opening remarks said he viewed with pleasure the congenial spirit prevailing among the members of the Canadian locals. This spirit is very apparent in Montreal, and is not only congenial but splendidly convivial.

The speaker took occasion at this time to eulogize the good work of Thos. V. Bell, district committeeman, whose efforts in the interests of Typothetae were well known to him. The achievements of Henry Upton were likewise remarked upon by the speaker.

The A. B. C. of Typothetae was the subject of Mr. Engle's address. He explained that Typothetae, interpreted, meant workers-in-type. At one time he thought the name was not explanatory enough for the aims of the organization, but now has a changed opinion. The name lends dignity and affords a subject for pleasant and profitable conversation with anyone enquiring about the meaning of the term. The periods of evolution which Typothetae passed through before attaining its present greatness were reviewed by Mr. Engle. The organization was established in 1887. Five years later a code of ethics was adopted which has been the guiding star of Typothetae ever since. Every printer should secure a copy of the Typothetae code of ethics. The ethics are without equal, said Mr. Engle, who went on to review the growth of Typothetae, especially since 1917, a turning point in which the organization made widespread gains in membership, increased greatly in influence and branched out into one of the leading trade organizations in America.

Typothetae work is conducted through six departments, stated Mr. Engle, namely:—

1.—Department of Education. This department carries on the Typothetae program of apprenticeship training under the guidance of the best men that can be secured for the purpose. The Typothetae school is at Indianapolis. Recently 95 students graduated from this school with diplomas and it is possible for a student to secure a B. A. Canadians attend this school, which not only teaches all branches of craftsmanship, but trains students to become printing house executives. The Department of Education also teaches cost-finding and estimating, publishes the Standard Guide and a complete set of technical books on printing subjects, which, Mr. Engle advised all present at the meeting to purchase.

2.—Department of Field Operations. This department maintains a staff of experts who assist locals to carry on their work, as well as establish new branches of the organization.

3.—Department of Specialized Branches. These branches include the Tariff Printers' Society, Advertising Typographers, Law Printers, and Trade Composition Association. Each branch functions separately and elects its own officers.

4.—Department of Research. This department secures production records and furnishes statistics to members. It handles all manner of printers' problems, said Mr. Engle.

5.—Department of Advertising. Members of the Typothetae are aided in producing advertising and conducting campaigns for the promotion of business by this department, which is a paying one, said Mr. Engle. Many successful campaigns have been launched through this service.

6.—Department of Industrial Relations. It is through this department that the much discussed open and closed shop divisions of the Typothetae function. These two divisions will come in for a good deal of attention at the Annual Convention at Cleveland next month according to the speaker.

Typothetae activities may be said to include a seventh department, that which is publishing the Typothetae Bulletin, a weekly publication, giving news of the entire field of Typothetae endeavor, said the speaker, as well as articles of instruction. Another department has recently been organized which might also be included; this department deals with the general improvement of American typography and functions through a specially selected committee.

In concluding his remarks, Mr. Engle said he was pleased to note that Montreal intended to send more delegates to the U. T. A. convention at Cleveland than any other Canadian local, though Toronto probably aims to do the same. The speaker said the Cleveland convention, October 16 to 20, bids fair to outrank all others in attendance and interest.

J. Clark Acton spoke after Mr. Engle. The First Vice-President of the U. T. A. prefaced his remarks with a number of side-splitting stories, then turned his attention to a serious consideration of the occasion. Mr. Acton said he had covered about 40,000 miles in the past year in the interests of Typothetae work. In his journeys he had opportunity to see and note conditions throughout United States and Canada and a comparison showed Canada in a very favorable light.

Commenting upon paper trade conditions, Mr. Acton said he did not see any sound reason for an advancement of paper prices and advised a firm stand if confronted with any unreasonable demands. Concluding his remarks, the speaker paid a tribute to the goodfellowship and harmony existing between the printers of Ontario and Quebec, and expressed the hope that this spirit would manifest itself not only in the printing industries of the provinces but in general relations.

The meeting came to a close with a general round of votes of thanks at 10 o'clock.

Editors of West in Convention

THE joint convention of the Alberta and British Columbia and Yukon Press Associations at Vernon, B. C., opened Thursday, August 24, with addresses of welcome, delivered by Mayor Costerton and Dr. K. C. MacDonald, M. L. A., L. J. Ball, manager of the Vernon News and president of the B. C. association, presided at the initial session till the two associations broke up to discuss matters affecting their own provinces.

Round table discussions followed, in which publishing problems as they affected country weeklies were given attention.

Campaign Criticized

B. C. members criticized the "made in B. C. campaign," declaring that provincial manufacturers were always seeking free publicity, but were stingy with their advertising.

The association unanimously endorsed a resolution stating that all details in connection with transfer of lands to Orientals should be given publicity in the press of the province. If this were done, it was said, it would get at the root of the Oriental problem.

Mackenzie President

The Alberta association elected John Mackenzie, Strathmore Star, president; J. Torrance, Lethbridge Herald, and J. Housieux, Coronation Review, vice-presidents; L. D. Nesbitt, Bassano Mail, secretary.

Executive—John Imrie, Edmonton Journal; George Gordon, Ponoka Herald; Mrs. Derrett, Pincher Creek Echo; W. J. Huntingdon, Wainwright Star, and L. Dalbertason, Chauvin Chronicle.

The B. C. association re-elected L. Ball president and H. M Walker, Enderby Commoner, secretary. The other officers elected were: Hugh Savage, Cowichan Leader, and K. A. Bates, Mission City Record, vice presidents. Executive—H. R. Hindmarch, Nanaimo Herald; W. A. Jordan, Revelstoke Review, and W. Rimes, Vanderhoff Chronicle.

Friday Morning Session

The Friday morning session of the press convention was given over to addresses. John M. Imrie, managing director of the Edmonton Journal, spoke on the "Weekly Newspaper's Opportunity," and pointed out that "home town" news could be properly given in the local weeklies, which should never fear the competition of the big city dailies. "Handling Government Advertising" was the subject of an interesting address by F. W. Galbraith, of the Red Deer Advocate.

J. B. Cowan, of Vancouver, and Wm. Brand, dealt in a most interesting manner with cost-finding systems, and showed their value to any publisher, no matter how small the business done.

Convention of Typothetae at Cleveland, Oct. 16 to 20

NEGOTIATIONS with the railroads have resulted in the granting of a special rate of fare and one-half to the annual convention of the U. T. A. to be held in Cleveland, from October 16 to 20, inclusive.

Tentative plans for the program obtained from the Chicago headquarters, include provision for the meeting of a new division under the direction of the department of specialized branches. This division will discuss the problems related to the manifold and loose-leaf business.

Registration of delegates and others will take place beginning at nine o'clock on Monday morning.

The International Trade Composition Association will meet in the Winton Hotel at 1.30 o'clock, Monday afternoon. The meeting of the executive committee of the U. T. A. will be held in the Georgian room at 2.30 o'clock. At the same hour the opening session of the conference of the U. T. A. secretaries will be held in the Assembly Hall on the mezzanine floor of the hotel. All visiting secretaries will be given a banquet by the U. T. A. at 6.30 o'clock. At 7.30 o'clock meetings of district delegations will be held at such places as the districts may decide upon for the purpose of nominating district executive committee men.

At ten o'clock on Tuesday morning, the convention will be called to order by President J. Linton Engle of Philadelphia. After the invocation, the address of welcome will be given by the Mayor of Cleveland, followed by an address of welcome by J. R. Dawley. The response will be given by the first vice-president, J. C. Acton of Toronto. Reading of the minutes will be followed by the annual address of the president. Two other addresses will be given. The tentative list of speakers includes some of the most eloquent men on the American platform. It is planned to have a number of inspirational addresses given.

After the announcement concerning the appointment of committees the session will adjourn until 9.30 o'clock Wednesday morning.

On Tuesday afternoon, there will be sessions of the Open and Closed Shop Divisions of the U. T. A., the committee of education, the International Trade Association and the U. T. A. secretaries. The feature of the evening meeting will be the retail price round-table session under the auspices of the Long Price List committee.

Five addresses are planned for the second open session on Wednesday morning. The afternoon will be devoted to the meeting of the Printing Trade Secretary-Managers' Association, the educational round-table under the auspices of the committee on education, and the meeting of the Law Printers' Association. The Secretary-Managers' Association will hold its annual banquet at 6.30 o'clock. At 7.30 o'clock, the Advertising Typographers' Association will hold its meeting, and at the same time in another hall the Better Printing Round-table will be held under the auspices of committee on Better Printing. A reception to the visiting delegates, members and ladies, by the Graphic Arts Club of Cleveland will close the program for the day.

The election of officers will take place at the final open session of the convention, Thursday forenoon. An executive session of the convention will be held to which only members holding proper certificates of registration will be admitted. A meeting of the new executive committee of the U. T. A. will be held in the banquet hall after the adjournment of the open session.

The Tariff Printers' Society will meet at 2.30 o'clock, Thursday afternoon, and the International Trade Composition Association will hold its final meeting on Thursday evening.

Annual Meeting Called

The annual meeting of the Toronto Typothetae has been called for September 21, at the King Edward Hotel, when the officers will be elected and the annual reports presented. A large attendance is requested.

Western Ontario Publishers Meet

Newspapermen from all parts of Western Ontario attended the bi-monthly meeting of the Western Ontario Daily Newspaper Publishers' Association at Woodstock, Aug. 29. The visitors were the guests of the Sentinel-Review Publishing Company at a noonday luncheon. After inspecting the plant of the Sentinel-Review the members motored to the Oxford Golf and Country Club, where the business session was held in the club house, and this evening they were entertained at supper by W. J. Taylor, managing director of the Sentinel-Review.

Following dinner at the country club, R. H. Constable of Woodstock, the oldest newspaperman in Canada, humorously referred to his experience in 1849, when working side by side in the office of the Cleveland Plain Dealer with Mark Twain and Artemus Ward.

J. R. Shaw Speaks

J. R. Shaw, president of the Canadian Manufacturers' Association, spoke briefly of the work of the Manufacturers' Association, and pleaded for the sturdy integrity of Canada as a nation. A. M. Overholt, of Brantford, wittily referred to the joys of the school teaching fraternity.

John Markey, editor of the Woodstock Sentinel-Review, told about the evolution of the editorial page. W. B. Preston, of The Brantford Expositor and chairman of the Publishers' Association, presented a resolution unanimously carried, thanking the ladies of The Country Club for their genial hospitality in providing a sumptuous banquet for the hard-working newspaperman.

The following were in attendance:

R. B. Harris and George Davis, Hamilton Herald; W. L. Agnew and Mr. Watson, St. Thomas Times-Journal; Charles Dingman, Stratford Herald; T. H. Kay, W. Euler and W. J. Motz, Kitchener News-Record; Stuart Cant, Galt Reporter; Arthur Partridge, Canadian Daily Newspaper Association, Toronto; Howard Fleming, Owen Sound Sun-Times; H. B. Muir, London Advertiser; W. B. Preston, Brantford Expositor; A. C. Woodward, Chatham News; B. M. Phelps, Duplex Printing Press Co., Battle Creek; S. Stevenson, Chatham Planet; J. W. Potts, Stratford Herald; and W. J. Taylor, W. F. Tobey, E. S. Hunter and J. A. Triller of the Woodstock Sentinel-Review.

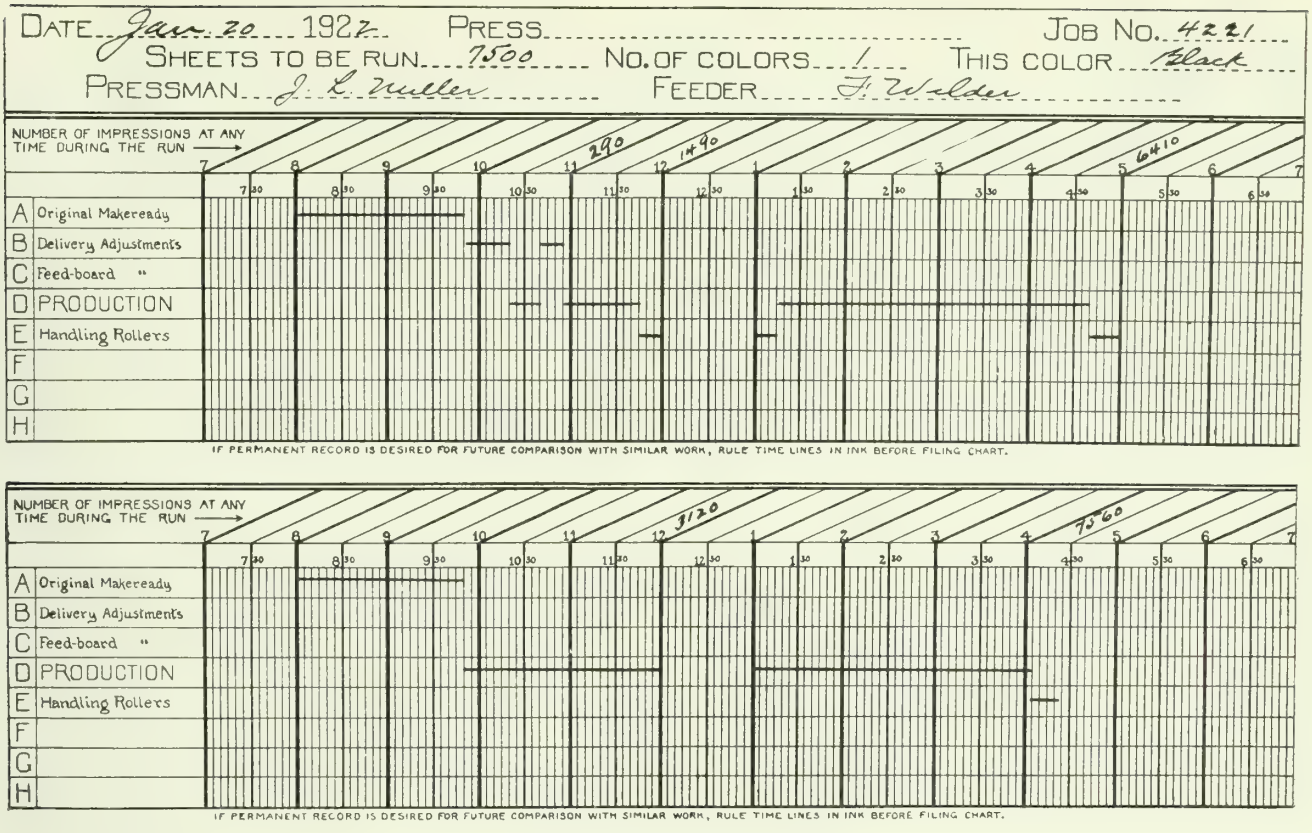
Why Not One Standard of Measurement?

There seems to be no one standard of measurement in general use in newspaper offices in Canada covering all classes of advertising—certainly not in the weekly newspaper offices. Most of the daily papers use the line system of measurement exclusively, and perhaps a few of the weeklies, but there seems to be no accepted standard of measurement, and certainly no standard price. Would not the adoption of the line system by all newspapers and periodicals in Canada be a great improvement? The line system is now used by all advertising agencies and must therefore be familiar to every national advertiser. The smaller business firms, merchants, etc., would soon become familiar with it, and its exclusive use would simplify the work of accounting in every newspaper office very materially. Its adoption might also be the means of bringing about a more uniform standard of advertising rates for all classes of business.

With some of our papers quoting prices for display advertising by the column, half column, etc., others by the inch, and still others using the line system is, to say the least, confusing. Why not one standard of measurement?

Buys Meaford Mirror

A. Stanley Thurston, for the last nine years a member of the staff of The Farmers' Sun, has purchased The Meaford Mirror, and has severed his connection with The Sun. Mr. Thurston has served on a number of newspapers in Ontario, and in the West, and is widely known in newspaper circles. He is the senior member of the staff of The Farmers' Sun, having been connected with this paper several years before it was taken over by the Farmers' Publishing Company. The Meaford Mirror is a veteran weekly and up until the present has remained in the control of the Patterson family. Mr. Thurston succeeds F. L. Patterson as editor and proprietor.



COMPARE THESE CHARTS

"Do Modern Methods Pay?"

UNDER the title, "Do Modern Methods Pay," the Babcock Printing Press Manufacturing Company issued the accompanying cylinder press production charts showing exact operation time and production time on a 7500 run in one color. These charts are very much to the point and make plain the advantages that accrue from the use of up-to-date equipment. The upper chart shows ordinary cylinder press production—at the end of the first day's run the job is not completed; 1090 impressions were held over until the next day.

Then on the lower chart is shown the actual production time on the job when the Universal Equipment Babcock Press is employed. The job was started at 8 o'clock in the morning and was completed and rollers washed at 4.25 in the afternoon.

It is noted that after the final delivery adjustments on the first machine, the impressions per minute are the same on both presses. It is not speed—it is modern methods!

With the Universal Equipment no delivery adjustments are required for various sizes or weights of stock, and in two seconds every roller is thrown out of action and contact.

In connection with the charts some golden truths are presented. They are worth reading and assimilating:

"If the capital and energy you have devoted to your printing business are paying returns equivalent to those paid by the same amount of capital and energy invested in any other line of manufacture, then you are a successful manufacturer of printing and this article will interest you only as a pleasant reminder that your own ingenuity and manufacturing sense have carried you to the top of the heap a jump or two ahead of your competitors.

"Who is responsible for the continued belief that there is 'something' about the production of printed work that prevents its being handled as a manufacturing proposition?

"This *something* has been variously defined as: Too great a variety; lack of uniformity in production possibilities; difficulty in co-ordination of processes, etc.

"It is the same 'something' manufacturers in other lines relegated to the mythological class twenty or more years ago, when they began to COMMERCIALIZE their respective Arts by charting wasted time as well as productive time. Thi was the beginning of the end for the 'maker' of many things and the business birth of the manufacturer.

"A good printer is a combination of artist, sculptor, architect, designer, mathematician and scientist, who lives close to the Graphic Arts in thought and deed. He prints catalogues that sell a certain manufacturer's machine tools, partly because the tool man puts all of his mechanical art into the tools, and partly because the catalogue man puts all of his printing art into the catalogue. Each is an artist in his line, and up to a certain point the paths of value of their respective arts lie parallel with each other. The divergence begins at the point of manufacture.

"For years the printer has persuaded himself that the gap between 'printing' and 'manufacture' is too wide to be bridged, and has accepted mechanical production possibilities based on say-so rather than investigation. If you doubt this statement, try to think of one real manufacturer's reason for whatever equipment selections you may have made. Meanwhile, the producer of other things has steadily increased his investment returns by applying manufacturing methods to the economical production of the UNITS that go to make up his completed product."

Bought by the Pound

Paper is bought by the pound. It should be ordered with one main fact in mind—the duty it has to perform. Here is a convenient table:

Stock Sizes

Size of Sheet	Substance No. 13	Substance No. 16	Substance No. 20	Substance No. 24	Substance No. 28
17x22	13	16	20	24	28
17x28	16.5	20.5	25.5	30.5	—
19x24	16	19.5	24.55	29.5	—
22x34	26	32	40	48	56
24x38	32	39	49	59	—
28x34	33	41	51	61	—

CROSS-CANADA NEWS

Ontario

Grenville County has a new weekly newspaper, The Cardinal Times.

A. C. Pulver, suburban editor at the Globe, who has resigned to accept a position with the publicity department of Ford Motors of Canada, was presented with a suitable gift by the editorial department of the paper.

Arthur Knowleson, prominent in publishing and business circles in New York City, died suddenly at his summer home, Sandpoint, Sturgeon Lake, Ontario, as a result of a stroke. The late Mr. Knowleson was a son of the late J. B. Knowleson, for years town clerk of Lindsay, and is survived by his wife. He was an ex-president of the Canadian Club of New York.

The Livingstone Press, Limited, which was recently granted a charter by the Ontario Government, with authority to engage in a general printing, publishing and bookbinding business, has opened an up-to-date plant at 261 Adelaide street, west, with A. Warrington in charge. Mr. Warrington was at one time with the Ontario Press and latterly of Mennell-Warrington Company in Shepherd street. On the dissolution of the partnership Mr. Warrington organized the Livingstone Press, Limited, and the new firm starts out with good prospects.

According to the St. Marys Journal-Argus, newspaper advertising rates in weekly papers in Ontario are away below those in papers across the line. Take the State of New York for instance: The Adams Journal, with a circulation of 1,748, charges 35 cents an inch; the Andover News, with 1,115 circulation, has a rate of 35 cents an inch; the Attica News, with 1,294 circulation, 40 cents an inch; the Avon News, with 655 circulation, 45 cents an inch; the Bath Courier, 2,460 circulation, 50 cents an inch, and so on. Papers of 400 and 500 circulation are paid 30 cents an inch and papers of 1,000 and over not less than 40 and many of them 45 cents.

Capt. John A. Macdonald, who was, up to his retirement two years ago, connected with the Bureau of Archives at the Parliament Buildings, died on Monday morning, August 21, at his home 41 Macdonell Avenue, Toronto, from heart failure. Born in Thorold, Ont., Capt. Macdonald was in his 76th year. In his younger days he served with distinction in the Fenian raids, and as a member of the 7th New Jersey Rifles in the American Civil War. For many years he was a newspaperman, serving on a number of different publications. Among these were The Globe, The Mail and Empire, the old Toronto Times, New York Times, New York Herald, Buffalo Express, Boston Globe, Pittsburg Dispatch, Chicago Tribune, Indianapolis Sentinel, Boston Herald, and The Arnprior Chronicle, of which he was for some years editor.

James Thomas Pattison, veteran printer and publisher, died at the home of his daughter, 357 Frank Street, Ottawa, on August 18th, after only two weeks' illness. Mr. Pattison, who was in his eighty-third year, was born in London, England, came to Canada when he was eighteen and settled at Bristol, Pontiac County, Quebec. There he founded the Pontiac Advance, fifty years ago. After publishing that paper for twenty-five years he moved to Aylmer, Quebec, where for five years he published the Aylmer Gazette. In 1900 he moved to Ottawa and opened up a printing and publishing business at 370 Bank Street, where he worked steadily until two weeks ago when he was taken ill. Among the different publications he published here was the Hull City Advance. He was predeceased by his wife, formerly Jane McCreadie, by one year. In 1920 they celebrated their diamond wedding anniversary.

With the issue of the week of August 1st of The Bowmanville Statesman Mr. M. A. James entered on his forty-fifth consecutive year as editor, having become proprietor, publisher and editor on August 1st, 1878. "To-day, so well as he can remember," says The Statesman, "there is not a business man in town in the same relationship to any business as he was at that time, and every professional man of that time has passed on to his reward, as have most of the business men." Mr. James must be a mine of local history, and has helped to make a great deal of it by his conduct of an excellent newspaper. The Statesman has absorbed, with one exception, all the papers published during his lifetime in Bowmanville and Newcastle—some six or seven—and it continues to serve a widening constituency admirably as a news medium. It has reached the dignity of an institution in its community, and promises to be a permanent memorial to its veteran editor. His fellow-citizens, the readers of his paper, and his many friends in the journalistic field are glad that he is still wielding the editorial pen, and hope that he will long remain in active service. Fortunately he has been able to devolve some of the cares of ownership and management on his sons, who are maintaining a valuable family tradition.

Ottawa Personal Items

David Loughnan, former editor of The Veteran, left Ottawa August 19, accompanied by his wife and family, to take up residence in Vancouver.

Miss Helen Doherty, formerly of The Evening Tribune and the Ottawa Newspaper Subscription Bureau, is now secretary of the Eastern Ontario Liberal Association.

Josh Zivian, formerly connected with local newspapers, as a reporter, is now in charge of the Ottawa Bureau of the Jewish Immigrant Aid Society.

Tommy Shields, assistant sporting editor of The Evening Citizen, and well-known lacrosse player, has recently joined the ranks of the benedicts.

Fred Cook, the well-known newspaper man, has been elected a member of the advisory board to the Canadian Union of Municipalities. Mr. Cook is chairman of the editorial committee of the Federal Government.

Omer Langlois, parliamentary press gallery representative to various French-Canadian newspapers, is now secretary to the Hon. Jacques Bureau, Minister of Customs and Excise.

A Federal charter of incorporation has been granted to a Montreal firm to carry on a general advertising business. The company, which will be known as the Publicity Service Bureau, Limited, is authorized at a capital stock of $50,000.

Hugh Gorman, of Ottawa, has received word of the death of his brother, James Gorman, for the past twelve years, publisher of the East Grand Forks Record. Mr. Gorman, who is well known in the Capital, was born in the village of Bell's Corners, a small farm settlement a few miles from Ottawa.

Quebec

The list of new companies recently registered in Montreal includes the name of La Compagnie de Publication La Lyre.

Laurent Beaudry, former secretary to Hon. Mackenzie King, has been chosen as editor in chief of Le Soleil, the official Liberal organ in the Province of Quebec. He will replace Mr. Arthur Leman, who is going west.

An achievement of which the printers are justly proud is the picnic and field day program recently turned out by the Flawn Press, of Montreal, for the Sons of England Benefit Society. Effectively displayed and neatly set out on fine high-grade paper, this 32-page pamphlet was delivered to the society officers in several thousand copies in less than thirty-six hours from the time the first draft was brought into the printers' office.

The St. James Press, Montreal, which has been run very successfully for several years by J. Newman, has just been sold to a new firm which has been registered under the same name, the partners of which are J. Monkton, Louis Marcus and Raoul Trudel.

Arthur Giassey, of Richmond, Quebec, owner and editor of the Richmond Times Guardian, a weekly publication and one of the oldest papers published in the Eastern Townships, filed a voluntary petition in bankruptcy, on the 28th July, 1922, as contained in The Canadian Gazette for August 12th. In the meantime the paper has ceased publication and its affairs are being handled by R. Schurman, Room 8, 50 King St. West, Snerbrooke, Que.

Edward Murphy, member of The Montreal Herald staff, editorial department, and Gerald O'Sullivan, commission merchant, were held up in an automobile and shot on the night of September 2, five miles east of St. Rose. A lone highwayman, whose threat to shoot was not taken seriously, fired three shots at the occupants of the automobile, two of the bullets reaching their mark. Mr. Murphy was shot in the abdomen and O'Sullivan was nipped on the right hand.

The establishing of an official press bureau to serve the interests of the Liberal party in the Montreal district, is under way, and it is expected that Louis Larivee will assume control. Mr. Larivee, who has of late been representing the Montreal Herald in the Parliamentary Press Gallery, knows politics and is a political speaker of considerable prominence. In the past twenty-five years he has served on the staffs of every Montreal paper of importance, including the Daily Mail, Star, Witness, Herald and La Patrie, and has contributed political articles to numerous outside papers.

Leslie Watson Sellar, world war veteran and editor of The Huntingdon Gleaner and South Shore Gleaner, died at his home in Huntingdon, Que., on August 17th. Mr. Sellar, who was in his 35th year, was a son of Robert Sellar, who founded the Huntingdon Gleaner in 1863. Leslie Sellar served in England as an instructor in aviation in the Royal Air Force and assumed editorship of the Huntingdon Gleaner at the death of his father in 1919, at which time he established the South Shore Gleaner. Prominent in Huntingdon sporting circles, he is survived by a host of friends.

C. F. Crandall, president of the Dominion News Bureau, and formerly managing editor of the Star, has returned to Montreal from Vancouver, where for the past year he had been publisher of the Vancouver Daily World. He has sold his interest in that newspaper and will reside in Montreal. Mr. Crandall reports improving business conditions on the coast. The revival of the lumber industry and the harvesting of the prairie wheat crop marked the turn of the commercial tide and ensures a rapid resumption of prosperous growth throughout the whole western country, he thinks.

A very distinct contribution to the progress of Canadian journalism was made by The Montreal Herald when it recently issued a special edition in magazine form descriptive of the Province of Quebec and the City of Montreal. It is among the most creditable productions of its kind ever issued by a Canadian newspaper. There are forty-eight pages of reading matter, every article is well illustrated, there are fifteen pages of illustrations on fine finished paper, and the whole is enclosed in covers of the latter quality. The front page is illustrated with aerial pictures of Montreal, and the back page with photographs of the Canadian National Railways from coast to coast. The most unique thing about the issue is the fact that it contains no advertisement whatever, and for that reason is really a contribution to the publicity of Montreal and Canadian development generally. The publication is captioned "The 1922 Annual Review of Canadian Trade and Commerce. Being a Yearly International Issue of The Montreal Herald."

Western Canada

Job printers in Alberta generally report collections at a low level, aside from the fact that business continues quiet.

J. L. Irwin, recently connected with the advertising department of the Edmonton Journal, has become business manager for the Great Western Press, publishers and job printers.

Paul Dexter of Mannville, Alta., has gone to Nova Scotia, having accepted a position with the Lunenberg Daily News.

J. J. Kerr, editor of The Standard-Sentinel, Kamloops, has taken over the managership, on the resignation of Hugh Peat, and will combine both duties. Mr. Kerr was formerly editor of the Daily News, Moose Jaw, and went into B. C. in 1919, when he joined the "desk" staff of the Vancouver Daily Province, going from there to Kamloops over a year ago.

Calgary printers have opened a printers' Board of Trade, the majority of the master printers being behind the move since its inception a month ago. Wm. G. Hughes, lately of Edmonton, has been secured as manager and opened the new offices at the end of August. Mr. Hughes was well known in Edmonton, being secretary of the former Caxton Club and recently general manager of the Great Western Press.

H. V. Tyrrell, general manager of the MacLean Publishing Co., of Toronto, accompanied by Mrs. Tyrrell, made a short stay in Edmonton recently. Mr. Tyrrell was returning from a trip to the west coast and the mountain resorts, which was largely in the nature of a pleasure jaunt, although he took occasion to size up general business conditions in each of the cities he visited. Speaking of general conditions, Mr. Tyrrell stated that he found the west in a flourishing condition, the crops better than average, business recovering from the inflated condition immediately attendant upon the cessation of war, and the population optimistic. "All the west needs now is immigration to take up the vast stretches of available land," he remarked, adding that to a resident of Ontario it seemed strange to see so much fine farming stretches unoccupied.

The Saskatchewan Farmer, a monthly publication published since 1910 in Moose Jaw by Hugh McKellar, has been purchased by the publishers of the Farm and Ranch Review, of Calgary, it is announced. The headquarters of the paper will be moved to Regina, and the September issue of the publication will be made from that city. The editor-in-chief of the Saskatchewan Farmer will be C. W. Peterson, the president and editor of the Review. Mr. Peterson was formerly commissioner of agriculture of the North-West Territories at Regina. The former editor of the Farmer, Hugh McKellar, will be associated with Mr. Peterson, together with P. P. Woodridge, at present editor of the Review. Efforts are to be made to widen the circulation of the Saskatchewan Farmer to all parts of the Province, according to G. F. Gemercy, the representative of the new owners, who has arrived in Regina.

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Duplex Company Branching Out

The Duplex Printing Press Company's line of "flat bed" web perfecting newspaper presses has long been known to Canadian publishers. In fact, a great number of Canadian papers, outside Toronto and Montreal, "grew up" on the "Duplex." Incidentally, and as an instance of real interchangeability, it is the company's boast that parts that fit can be had now for Duplex Presses which are over thirty years old.

Owing to the war and other reasons, it is not generally known among Canadian publishers that the company have expanded considerably, adding a complete line of rotary presses and stereotype equipments during the past few years; and that the recent re-organization of the company with a capital of four million dollars establishes them as, probably, the largest among manufacturers of printing presses. In their enlarged plant, they now build web perfecting newspaper presses for every size paper from the small 4, 6 and 8-page weekly to the largest metropolitan daily paper. In order to take care of their increasing Canadian and foreign trade, the company has secured the services of B. M. Phelps, whose extensive experience in the newspaper field and fifteen years with the Duplex Printing Press Company as expert press erector and instructor should enable him to be of valuable assistance to Canadian publishers who may contemplate changes in their equipment. In placing Mr. Phelps in the Canadian field, the Duplex Company officials feel that they have a representative who can render to the Canadian publishers a service other than the mere matter of "making a sale." Mr. Phelps is a Canadian in every sense and was born at Otterville, Oxford County, Ontario. He now resides at Sarnia and makes his official headquarters at the Hotel Elliott, Toronto.

Equipment Shown at the Boston Graphic Arts Exposition

The H. C. Hanson Type Foundry, an exhibit at the Exposition, celebrates this year its 50th anniversary of being in business.

The Toronto Type Foundry Co were represented at the Convention and Exposition by Mr. J. C. Palmer, Pres. W. H. Sears and T. J. Sewell.

The Cline Electric Mfg. Co., had a very nice exhibit demonstrating their Cline Westinghouse Interchangeable Electric Motor Drive, which fits any standard typesetting machine and is interchangeable.

The S. D. Warren Co., of Boston, nationally advertised paper manufacturers of high grade book papers, exhibited exceptionally interesting samples of printing done on S. D. Warren stock.

The accurate and rapid methods by which page margins are arrived at was demonstrated by the Lining and Registering System promoted by H. D. Rouse and Co. This exhibit was a centre of interest.

The Mohr Lino-Saw and attachment for line casting machines exhibited at the Exposition, was under the personal supervision of Mr. Chas. L. Mohr, the inventor. The new model Mohr Saw has many improved features, such as quick installation, self-cleaning and elimination entirely.

A. W. Hall and Co. of Chicago, exhibited a Hall No. 325 Folding Machine, to which was attached a McCain Automatic Feeder. The exhibit was under the personal supervision of Mr. A. W. Hall. The effective manner in which these two machines were co-ordinated was particularly noticeable.

National Cutters were promoted at the booth of the Geo. T. McLauthlin Co. at the Exposition. Many marked improvements have been made and valuable features added until the National which has always been a popular cutter is now nearer to perfection than any competing machine.

On the Tuesday of the Convention, Frederick W. Goudy was present. Mr. Goudy's interest and influence in the art that is close to his heart is always practical. He was a most welcome visitor at the Convention. Mr. Goudy is the art director of the Lanston Monotype Machine Co.

Harry Hillman, editor of the Inland Printer, of Chicago, was "right there" during the entire week at the Inland Printer booth. He displayed printed matter showing the actual practical educational work being done through the pages of the Inland Printer.

The Dexter Folder Co. sent along their famous "Dexter Fold" Band. This was an original contribution to the show. With distinctive uniforms, with large letters on their backs, the boys were a familiar sight. Liberal with their music, they were popular.

George R. Swart and Co. Inc., N. Y. and Chicago, have been appointed sole selling agents for the Christenson Wire Stitcher Feeder manufactured at Racine, Wis. With this appointment the Swart Co. control the entire output of the Christenson Wire Stitcher Feeder.

Jos. A. Borden, while known to many Canadians because of his activities in connection with the Typothetae, now director of the General Sales Department of the American Writing Paper Co., with headquarters in Chicago, was a welcome visitor at the Convention and Exposition.

The Mergenthaler Linotype Co., (Canadian Linotype, Ltd.,) will publish shortly, a book entitled "A Manual of Linotype Typography." This book will be one for daily practical suggestions and inspiration for men engaged in commercial printing. Advance chapters of the book were exhibited at the Exposition.

A twenty-six year old linotype, the first of its kind installed in the city of Cambridge, Mass., was on exhibition at the Linotype Exhibit. This machine is still going strong. It is significant to note that the machine has been continuously under the charge of one man, Thos. Whittaker, the manager of the composing room of the Cambridge Chronicle.

G. C. Willings, vice-president of the Intertype Corp., in charge of sales, devoted considerable of his time during the Exposition week to the Intertype exhibit. Being well-known in the printing and publishing field of both U. S. and Canada, Mr. Willings was a real living link between the manufacturers of the Intertype and the users.

The Berry Machine Co., St. Louis, Mo., exhibited the Berry Round Hole Cutter, and accomplishments of this machine were remarkable. The cutter drills clean holes through any paper or pasteboard stock very quickly. The operation does away with the necessity of attention afterwards for the purpose of cleaning out the holes made.

The Thompson Type Machine Co.'s booth was most attractively arranged and a machinery demonstration was in charge of Mr. N. A. Noyes of Chicago, and Mr. N. A. Wareham of DeCarle-Wareham, Toronto. The easy operation of this machine and its wide service appealed to the large number of visitors to this booth.

The Ludlow Typograph Co., (Mono-Lino Typesetting Co., Toronto,) demonstrated many new and interesting features of all-slug composition at their exhibit. Printing specimens of slug form were exhibited showing how completely the slug now meets all requirements of every composing room. The Elrod Caster was also shown, producing two strips of lead in one operation.

The Cleveland Folding Machine Co., (Toronto Type Foundry Co.,) exhibited two of their Model "D" Type Folding Machines, one equipped with a Hickok Automatic Suction Power Feeder and the other adapted to hand feeding, a model "E" Cleveland Folder with Cleveland Feeder attached. These machines demonstrated acceptably, speed and accuracy and the ease by which they may be adjusted and operated.

The Poor Richard Corp. exhibited a General Purpose Sheet Gathering Machine for printers, lithographers and binders. This was under the personal supervision of C. A. Richards. The company is especially promoting the four-head machine. A number of these machines, which were advertised extensively in the August issue of the Canadian Printer and Publisher, were sold to Montreal and Toronto houses.

The Simonds Manufacturing Company, of Fitchburg, Mass., the world's largest manufacturers of machine knives, had on exhibit a complete line of Paper Trimming Machine Knives; Circular Slitters for cutting paper, Steel Cutting, Creasing, Scoring and Perforating Rule. A few unusual samples of steel rule dies made of Simonds Cutting Rule were also on display.

T. A. MacElwee, manager of the Eastern Sales Department, Intertype Corp., (Toronto Type Foundry Co., Toronto,) was in charge of the Intertype exhibit at the Exposition. Mr. MacElwee is well known to quite a number of Canadians, having been present at the Typothetae Convention in Toronto a year ago and meeting many of the leading printers of this country.

Barnhart Bros. & Spindler Co., Chicago, sent a live wire aggregation over to the Exposition, headed by Chas. R. Murray, who is treasurer and general manager of the company. This group were right there all the time demonstrating the service and profit earning capacity of Barnhart Bros. & Spindler products. They occupied a booth that carried their complete line of products.

Everybody knew that Tom Bateman was at the Exposition. He tried to come into Boston quietly, but his usual genial smile, his hustling manner and his inspirational line of talk soon caused a stir and everybody knew that "Tom" was on the job. And he was not always at the booth of the Printing Machinery Co., but was here and there and everywhere demonstrating the wonderful reliability and quality of the value of Warnock Blocks.

One of the prominent exhibitors at the show was the F. Wesel Mfg. Co., a complete Wesel Photo Engraving plant being exhibited by the New England Association of Photo Engravers and including the Wesel 2,000 ton Lead Mould Press in the exhibit of the Home City Electrotype Works. With their own complete exhibit of stereotyping, these additional exhibits made the Wesel interests thoroughly taken care of at the Exposition.

A new line of hand, foot and motor driven perforators was exhibited by the Southworth Machine Co. These machines have specially treated positively hardened steel dies which are supported by strong bolsters securely fastened to a heavy bed or base. The motor driven perforator merited the most interest. This is equipped with a new improved front spring, feed gauge, with a large table; also automatic sheet delivery at the rear of the machine.

C. R. and W. A. Nelson, Inc. (Manton Bros. Co., Toronto), exhibited the No. 4 new Nelson Punching Machine, which was advertised in the August issue of the Canadian Printer and Publisher. This new No. 4 machine embodies all the necessary elements to ensure proficient and accurate functioning of all parts, whether stationary or adjustable, under every condition. Requiring minimum working space, the improved clutch arrangement, the new arrangement of the 18 inch fly wheel and other features were satisfactorily demonstrated at this exhibit.

(Continued on page 44)

REBUILT MACHINERY

GUARANTEED

521—No. 3 Scott Drum Cylinder, 24½ x 31.
540—No. 43 Optimus Press, sheet 25 x 38.
1600—Swink Press, 25 x 38 sheet. (Bargain)
530—12 x 18 Falcon Press.
545—12 x 18 Falcon Press.
510—8 x 12 W. B. Gordon Press.
519—10 x 15 Universal Press.
480—7 x 11 rebuilt Gordon.
493—7 x 11 Gordon Press.
438—13 x 19 Gordon Press.
555—12 x 18 Challenge Gordon.
487—10 x 15 Colts Press.
552—6½ x 10 Pilot Press.
554—Kohinoor Press.
563—9 x 13 Peerless Press.
564—7 x 11 Pearl Press.
565—10 x 15 rebuilt Gordon Press.
557—19-inch W. B. Sever Cutter.
566—30-inch Oswego Sever Paper Cutter.
561—23-inch new C. and P. Paper Cutter.
Four rebuilt Perforators, all sizes.
Four rebuilt Stitchers, all sizes.
Steel Die Embosser, size 2¼" x 3".

Must make room for other machines. Write for particulars.

STEPHENSON, BLAKE & CO., LIMITED

Wm. Hamilton, *Manager* - - 130 Wellington St. West, Toronto

"Smiling Line"

Your Stock Envelopes

Manufactured and Stocked by Your Envelope Department

The only manufacturers to the TRADE ONLY

Toronto Envelope Company, Limited

11 BRANT STREET, TORONTO

Adel. 3425 — Adel. 3453

Equipment Shown at Boston Exposition

The American Writing Paper Co.'s plan for the simplification and standardization of its product in both manufacturing and distribution is certainly far-reaching. During the past year or so this company has not only standardized its bond papers from 42 to 9, but all of its various papers for every printing requirement. Then again, the company has also standardized the distribution of these standardized mill brands by means of service houses throughout the whole of the U. S. We understand that Canada will be included in this service distribution in the near future.

It takes "Steve" to do it and to do it right. Ashton G. Stevenson was right there with his machine casting metal furniture. Assisted by C. A. Holmes, "Steve" demonstrated the Stevenson Furniture Mould, producing examples of make-up material that could be cut, mitred, mortised, used over and



"Steve" Giving a Demonstration.

over, etc. Considerable interest centred around this equipment and splendid business resulted. "Steve" keeps right down to business, as will be indicated by his photograph which appears in this issue.

"Jim" West, formerly president of the Premier Register Table Co., severed his connection with that company last January. "Jim" has produced a device which scientifically lines up and squares cylinder press forms. This was demonstrated at his exhibit at the Exposition. Today when favorable estimates and cost figures are so vital in the success of progressive printers' business, and when profit margins are necessarily slender, the Linaform enters the field as a practical utility whose influence in every printing office is a distinct factor for good.

The American Type Founders Co. presented a complete and comprehensive exhibit, including twenty-five items of printing machinery and other printing industry equipment. Probably the most notable feature were the Kelly Presses. A 16 page pamphlet on a 22 x 32 inch paper, was being printed on a Kelly No. 2 press, with a cover printed on a Chandler & Price Craftsman Press. This pamphlet was folded automatically by Liberty No. 89 Folder, stitched on a Boston Wire Stitcher and trimmed on a Diamond Paper Cutter. R. W. Nelson, president, and F. B. Barry, vice-president, were both present during the week at the exhibit.

Old in his connection with the composing machine business, but young in his present capacity for work, W. S. Scudder, consulting engineer of the Intertype Corporation, is a prominent figure in the composing machine field. Mr. Scudder's experience extends from the days of Ottmar Mergenthaler, with whom he was associated in Baltimore many years ago. He later was superintendent of a large composing machine factory, and he joined the Intertype organization in its very beginning. Mr. Scudder is a patent expert, and many exclusive Intertype features are protected by patents he has been instrumental in securing.—"Printing."

The McCain Bros. Mfg. Co., had one of their automatic feeders in operation in connection with one of the several makes of folding machines from which a production of 6,000 sheets per hour was obtained. This company is now manufacturing a high-speed flat bed job cylinder press equipped with extension delivery of the pile lowering type and automatic suction feed, pile type, built in as a complete unit. The press possesses an original and simplified bed motion which means that the heaviest halftone forms can be printed clean and sharp with ease, at a speed up to 3,600 per hour, when sufficient stock will permit.

J. M. Huber exhibited at the Boston Show a fine demonstration of the wide range of and printing possibilities assured by their inks.

The Latham Machinery Booth occupied a prominent position, and demonstrated a complete line of labor-saving machinery produced by the company. Their wire stitchers, multiple perforator, the extra heavy hard die perforator, the multiple punch, the foot pile 24-inch multiplex punch and embossing machine and a paging and numbering machine, were all on exhibition. H. J. Logan, Toronto, Canadian representative, was present at the booth for several days. Latham Machinery Co. have two representatives in Canada—H. J. Logan, Toronto, and Geo. M. Stewart of Montreal. Paul Latham, the head of the Latham Co., was personally in charge of this booth.

One of the most beautiful pieces of four color printing, that of Anne Hathaway's Cottage, was being printed during the Exposition on the Potter Offset Press at a speed of from 3,500 to 4,300 per hour, in the booth of the Premier & Potter exhibit. The work fully illustrated the softness of detail that makes offset lithography so thoroughly artistic. A Pony Whitlock was also shown, this being a speedy small cylinder press, complete in every detail and with Dexter Feeder attached. Also a Premier Whitlock with a sheet size of 36 x 48 was shown. The Premier & Potter Printing Press Co. Inc., is well represented in Canada, being covered in Canada West by Manton Bros., Canada East by G. M. Stewart of Montreal, and in the Maritime Provinces by the Printers' Supplies Limited of Halifax.

The Anderson High Speed Catalog and Circular Folding Machine No. 310, with a sheet range of from 6 x 6 to 25 x 38, and 5 standard sets of folding rollers equipped with automatic side register and all equipment, was the feature of the exhibit of the C. F. Anderson and Co. of Chicago. The Anderson Bundling Press was also exhibited showing that by spinning the hand wheel, the double back gearing does the rest so that a boy can with little effort compress the folded signature by thousands of pounds of pressure. A patented releasing device speeds up the operation and eliminates any possible danger. C. F. Anderson was in personal attendance at this exhibit. In conversation with Mr. Anderson we learned that this year marked the 34th consecutive year in which he has been actively interested in the folding machine business.

Among the most interesting and striking exhibits at the Boston Graphic Arts Exposition was that of the Miller Saw Trimmer Company. It occupied the entire stage of Mechanics Building, which comprises approximately 4,000 square feet of floor space. The decorative features of the display were most effective, the scenic arrangement, color harmony and lighting effects being studiously developed to provide a most fitting setting for the complete line of Miller machines and accessories which comprised the Miller exhibit. The following named Miller machines were in daily operation: Miller Cylinder Feeder attached to Pony Whitlock Two-Revolution; Miller Cylinder Feeder attached to No. 43 Optimus Two-Revolution; two of the new Miller High-Speed Presses, operating on fine half-tone and four color process work; (This press is a new product and is a logical development of the great chain of Miller products. It is the result of "supreme concentration of the ripe experience, mechanical skill, and inventive talent of Miller engineers." The Miller high-speed press is a simple, economical, easily-operated, highly productive commercial printing machine designed to enable the printer to realize greater profits and render more efficient printing service. A speed of 4,000 impressions per hour is guaranteed, without jar or vibration and without sacrifice of register, distributive, or impressional strength); Miller Craftsman Unit operating on fine two color job at speed of 2,400 impressions per hour; 10 x 15 Miller Ideal Unit with new Envelope Attachment; 8 x 12 Miller Ideal Unit operating at a speed of 3,000 impressions per hour; New Miller Slug-O-Type Saw attached to Linotype machine, automatically trims slugs to any desired length without change of liners; Miller Universal Saw-Trimmer with router and jig saw attachment; Miller Special Purpose and printers bench saw-trimmers; complete display of all Miller feeder and saw-trimmer accessories and other printers' labor saving devices. In addition to this demonstration of Miller machines was a most comprehensive display of fine specimens of printing produced on Miller machines, artistically arranged in a series of panels, forming the back and two side walls of the stage, an exhibit in itself which attracted the most favorable interest. The Miller Exhibit, including all work of arranging and maintaining throughout the week of the show, was under the direct supervision of advertising manager, G. E. McCabe. Among the many other members of the Miller organization in attendance were: F. F. Nicola, president; P. C. Dunlevy, vice-president; W. H. Smith, second vice-president and general manager; and Frank V. Barhydt, general sales manager. Miller & Richard, Canadian agents, were represented by J. H. L. Patterson and T. S. Bailey, of Toronto, and A. C. Hewitt, of Montreal.

(Continued on page 50)

To Holders of Five-Year 5½ per cent. Canada's Victory Bonds

Issued in 1917 and Maturing 1st December, 1922

CONVERSION PROPOSALS

THE MINISTER OF FINANCE offers to holders of these bonds who desire to continue their investment in Dominion of Canada securities the privilege of exchanging the maturing bonds for new bonds bearing 5½ per cent. interest, payable half yearly, of either of the following classes:—

(a) Five year bonds, dated 1st November, 1922, to mature 1st November, 1927.

(b) Ten year bonds, dated 1st November, 1922, to mature 1st November, 1932.

While the maturing bonds will carry interest to 1st December, 1922, the new bonds will commence to earn interest from 1st November, 1922, GIVING A BONUS OF A FULL MONTH'S INTEREST TO THOSE AVAILING THEMSELVES OF THE CONVERSION PRIVILEGE.

This offer is made to holders of the maturing bonds and is not open to other investors. The bonds to be issued under this proposal will be substantially of the same character as those which are maturing, except that the exemption from taxation does not apply to the new issue.

Dated at Ottawa, 8th August, 1922.

Holders of the maturing bonds who wish to avail themselves of this conversion privilege should take their bonds AS EARLY AS POSSIBLE, BUT NOT LATER THAN SEPTEMBER 30th, to a Branch of any Chartered Bank in Canada and receive in exchange an official receipt for the bonds surrendered, containing an undertaking to deliver the corresponding bonds of the new issue.

Holders of maturing fully registered bonds, interest payable by cheque from Ottawa, will receive their December 1 interest cheque as usual. Holders of coupon bonds will detach and retain the last unmatured coupon before surrendering the bond itself for conversion purposes.

The surrendered bonds will be forwarded by banks to the Minister of Finance at Ottawa, where they will be exchanged for bonds of the new issue, in fully registered, or coupon registered or coupon bearer form carrying interest payable 1st May and 1st November of each year of the duration of the loan, the first interest payment accruing and payable 1st May, 1923. Bonds of the new issue will be sent to the banks for delivery immediately after the receipt of the surrendered bonds.

The bonds of the maturing issue which are not converted under this proposal will be paid off in cash on the 1st December, 1922.

W. S. FIELDING,
Minister of Finance.

THE PAPER BOX INDUSTRY

Accidents in the Paper Box Factory

By F. W. FISHER
President, F. W. Fisher Co., Limited, Toronto.

DURING the year 1920 there were 46 accidents in the Paper Box Factories of the Province of Ontario on which the Workmen's Compensation Board paid money for medical fees and compensation for loss of time. Of these 11 resulted in dismemberment and a number of additional in permanent disfigurement. The reports from which these figures were compiled were furnished by the Industrial Accident Prevention Association.

Nineteen of these accidents happened to persons 16 years of age or under; 7 of them to persons between 16 and 18; 16 to persons over 18 and up to 50 years, and 4 to persons over 50 years of age.

The accidents were caused by the following machines or conditions:—

Power paper cutter	1
Printing and cutting and creasing presses	6
Staying machines	8
Stokes and Smith machines	2
Ending machines	8
Tube machines	1
Power eyeletting machines	1
Corner cutting machines	3
Power punch press	1
Infection from working with paper	1
Infection from gold bronzing	1
Handling stock, trucking, walking on stairs, elevators, etc.	9
Auxiliary departments, not actually necessary to paper box manufacturing	3
Machine not specified	1

An analysis of the above figures shows that the most accidents happened to persons 18 years of age and under, and a surprisingly large number to those of 16 years and under. The serious accidents have generally been to experienced people over 21 years of age who were in charge of various types of machinery.

The principal cause of permanent injuries is the cutting and creasing press, it being responsible for 5 accidents during 1921, and in every case the injured party lost one or more of his fingers or thumbs. The corner cutting machine was the cause of 3 people losing the tops of fingers. The most serious accident was one where the operator lost all the fingers of the left hand while operating a paper cutting machine, and while operating a punch press another party lost 2 fingers.

Safety Devices A Necessity

In spite of the fact of the safety device for staying machines, which is now generally in use and is conceded by all who use it to be highly efficient, we find that this machine is responsible for 8 accidents. None of these resulted in dismemberment, but probably all of them resulted in disfigurement. From the nature of the injuries described in the accident reports I believe that every accident was caused by machines *not* equipped with safety devices.

The ending machine, the bugbear of the paper box factory, was the cause of 8 accidents, all of which resulted in the crushing of one or more digits and would also result in some permanent disfigurement.

It is surprising how many accidents are being caused by such simple things as handling stock, walking on stairs, or pushing a truck. In one case a man carrying a bundle of stock tripped on a projecting nail which resulted in rather serious injuries and laid him up for some time.

Auxiliary businesses are responsible for 3 accidents. In one case an emery wheel burst, injuring the operator's eyes. In another case a man repairing an automobile battery got a sliver of lead in his hand, and in the last case a man cutting a hole in a concrete floor was injured by the hammer head flying off the handle.

In reading an address delivered by Mr. Frank J. McCue, of Algoma Steel Corporation, on the methods adopted by that corporation in reducing accidents and compensation costs, I am very much impressed by the following quotation from his address:

"We have a certain theory as to the cause of accidents, this theory being that every accident, no matter of what nature, is due, either directly or indirectly, to the failure of the human factor in industry."

This leads me, from the outset, to register most respectful disagreement with the findings embodied in the memorandum for the present meeting regarding the causes of accidents. This memorandum classifies causes of accidents as follows:

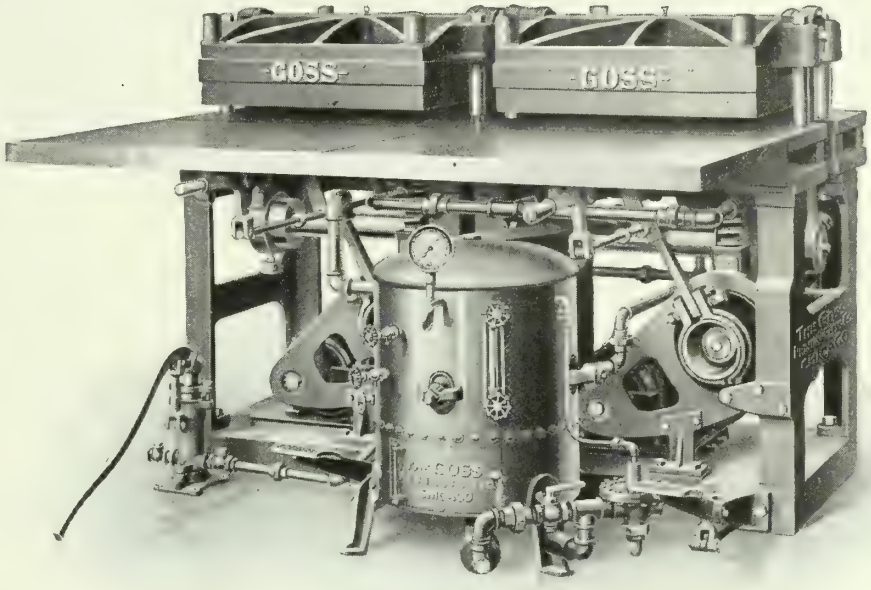
(a) Certain defects in safeguards.
(b) Failure to use safeguards.
(c) Lack of safeguards.
(d) Bad shop practices.
(e) Something more or less intangible commonly known as "carelessness."

If the list of causes, given seriatim in the above memorandum, classifies said causes in the order of their importance, we must certainly take issue and make a most friendly agreement to disagree with said memorandum. And this we do for this reason—that we claim that the fifth clause, namely—carelessness—is and ought to be the first and only cause; for, if safeguards are defective, this is due to the carelessness of those responsible for the proper upkeep of safeguards, namely—the superintendent or foreman of shops. As to the second, namely—"failure to use safeguards"—this denotes carelessness on the part of the individual man or collectivity of men who failed to use safeguards. As to "c," "lack of safeguards," this is clearly indicative of the carelessness of the management—who are men. Bad shop practice shows carelessness on the part of those who were responsible for shop practice. So that, no matter how we look at the question, whilst we may note particular items in the chain of causation of accidents, these items, such as defective safeguards, failure to use safeguards, absence of safeguards, bad shop practice—these items, we submit—are but secondary causes. They might be described as the circumstances immediately preceding or accompanying the occurrence of an accident or given number of accidents. The one great, ever present and predominating cause of every accident, no matter of what kind, is the failure of the human factor, the failure of the man to do something or to omit to do something which he should have done or which he should have refrained from doing. We submit that we cannot get away from this truth.

Carelessness and Neglect

With him, I believe there is only one cause for accidents and that is carelessness and neglect, but not necessarily on the part of the one who suffers the accident. Every one of the accidents which happened in our industry last year was pre-

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ventable. Every one was caused by some person's neglect or by the operator taking a chance. How many times have you watched the operator on an ending machine place his fingers on the top of the form to hold the flange down? Or how many times have you seen a girl pick stay tape out of the machine, using her fingers instead of the pliers? Your printing press or die press operator will frequently reach into the press after a sheet which has slipped past the gages, not realizing that his arm is worth a little more than the sheet of paper or cardboard. Your corner cutter operator usually sets the machine while it is running. These are only a few of the every day chances that are being taken in every one of our shops. What are you doing to stop it? If you are doing nothing, then you are negligent and are contributing to the cause of accidents.

A large manufacturer in Toronto returned to his office after attending an accident prevention meeting and gave instruction to the superintendents and foremen that every workman who "took a chance of accident" in performing his work was to be warned to cease the practice. A second warning could also be given if necessary, but if the workman continued the risky habit he was to be discharged without any further preliminaries. This man stated that if they had adopted the rule years ago it would have saved them hundreds of dollars in compensations.

In another factory in Toronto, employing 15 to 20 men, accidents became very frequent in spite of all precaution. The proprietor called all the men together and made the following announcement: "Boys, there have been too many accidents in this shop. You know that as well as I do. We have spoken of this matter before and still the accidents pile on. Every man who has an accident after this can look for another job." There has not been another accident in that factory since then and that announcement was made several months ago.

We are faced with a 25 per cent. increase in our rates for the year 1921, and we wonder why. A portion of this is due to the fact that the Board now pay 66 2-3 per cent. instead of 55 per cent. of the average earnings and also that medical fees and pensions have been increased. In spite of these increases in expenditure I believe that we can eliminate most of the accidents and get the rate down very considerably if we will only make up our minds to do so.

Many of us have unconsciously adopted a feeling towards workmen's compensation that is highly detrimental to us. The attitude that our employees might as well get as much as we pay in because it does not cost us anything more, is absolutely wrong.

In the first place, this attitude emphasizes a feeling of laxity towards accident frequency and encourages malingering. In the second place, it costs every one of us money whether we be innocent or guilty.

Several firms in the paper box industry went through last year without an accident. Yet their rate is not only the same but when making the adjusted increased rate these firms have to pay the increase because of accidents in other factories which ran the compensation costs up. The only way we can get the compensation rates down again is by studying, preaching, and practising accident prevention—not only in our own shops but in every shop in the industry.

Now as to some practical suggestions.

There is a safety device made for platen presses which will draw the feeder's arm out of the press automatically as the platen advances to the impression position. I have been in a large number of printing and folding box plants in the various parts of Canada and I cannot recall having seen a single one of these devices in use. Of course they probably cause some inconvenience to the operator when first installed, but after he has become used to the motion of the device he can soon adjust himself to the new condition, and his feeling of security should result in increased production.

In some states it is the law that power paper cutting machines must be equipped with attachments that make it compulsory for the operator to use both hands to start the knife in motion. The Seybold Machine Co. build a part for their machines and no doubt other manufacturers have the parts for their respective makes of cutters.

Ending machines are a very prolific cause of accidents, but both Hobbs and Robinson enders are now being sold with safety equipment and I think that the parts can be applied to existing machines.

The staying machine is one that should be eliminated from the black list. Since the invention of the safety device by Chas. Root for Knowlton Stayers, and the Hobbs device for their own machine, Stayers have ceased to be a serious factor in accident causes. These attachments are so satisfactory that I believe their use should be made compulsory.

Corner cutter guards are shipped with every machine. Apparently most paper box manufacturers think more of their walls and posts than of the operator's fingers, for day after day in nearly every shop these devices are carefully guarding some part of the building. As a matter of fact those guards have an added advantage besides human protection. Due to the fact that they limit the thickness that can be cut at one time they tend to cleaner and finer cutting.

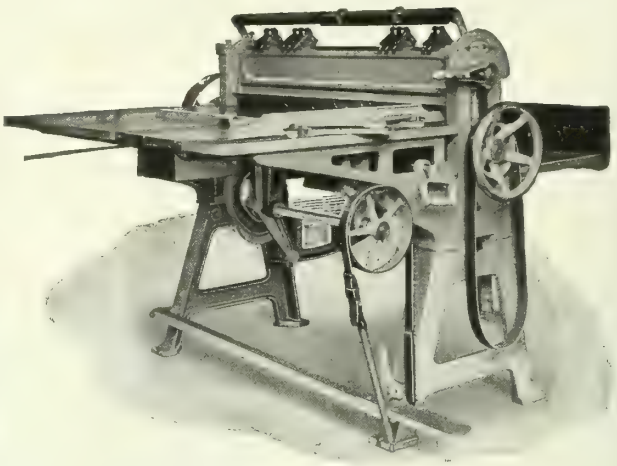
The number of accidents happening to persons 16 years of age or less is quite large. The proportion is very much too high. It appears inadvisable to have persons of such tender years operating machinery, especially the more dangerous type such as enders and corner cutters, *unless equipped with safety devices*

The operators on all machines and tables should have plenty of daylight; give the windows a bath occasionally, if only to see if the glass is still there. When artificial light is required, make sure that the machines are well illuminated. Shadows on moving parts are deceptive and are often the cause of accidents, as too is a light glaring in the eyes. A 60 watt lamp well positioned is better than a 300 watt which casts shadows.

Accident prevention starts with the employer and not with the help, and the minute you make up your mind that the condition has existed long enough is the time when accidents cease or at least are considerably reduced in number and severity.

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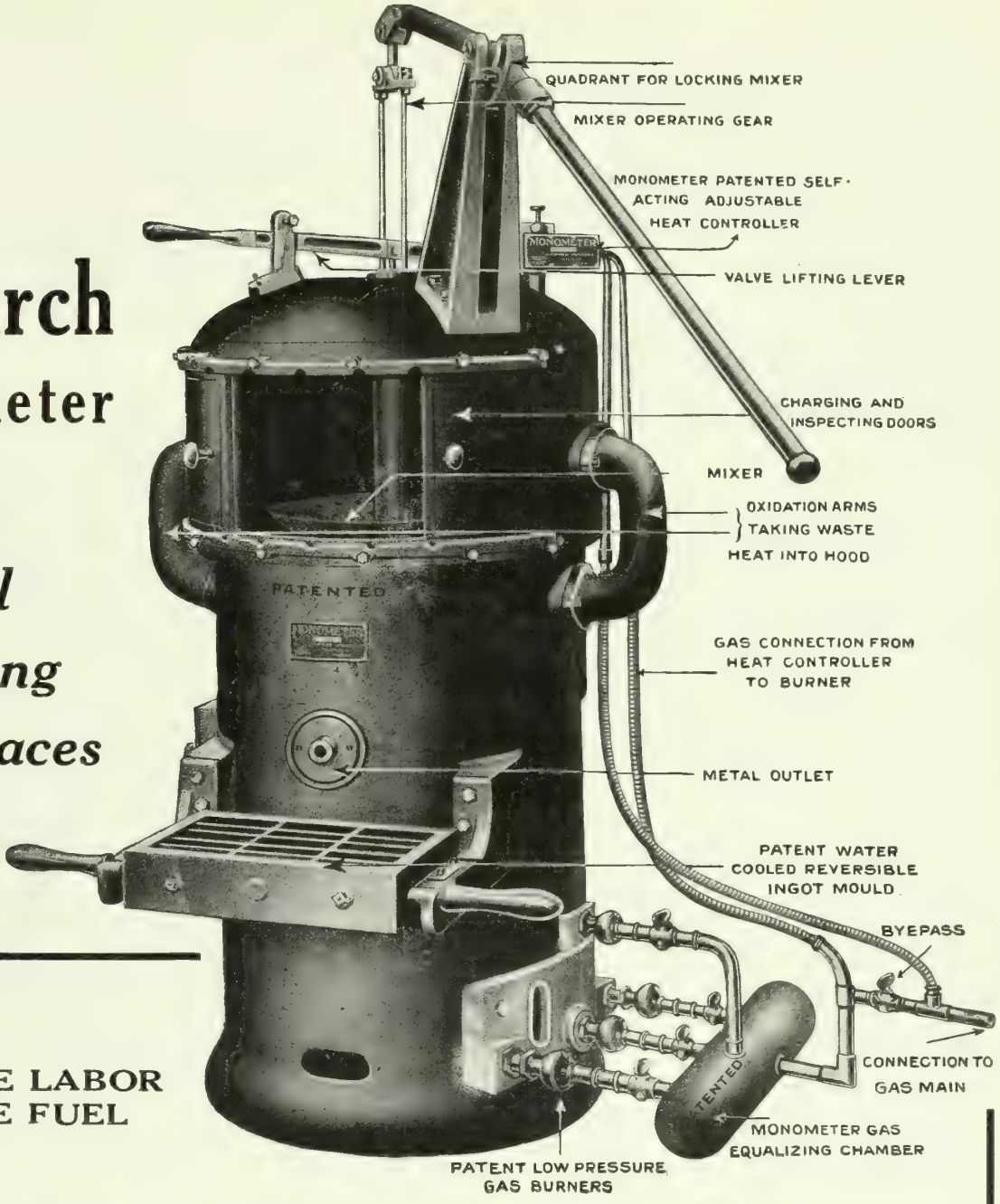
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Equipment Shown at Boston Exposition

Those in attendance at the booth of the Linograph Company included P. O. Pedersen, sales manager; W. W. Pinkerton, Eastern representative; W. W. Poland, of Boston; Guy Dyer, of Chicago, J. Paxton Hart of Pittsburgh, Pa., and Paul Richardson of Ohio.

The United Printing Machinery Co. of Boston, had one of their large bronzers on view in operation. For easy operation, efficiency in distribution of the bronze, and splendid results, the "UPM" Bronzers are very satisfactory, Mr. "Bert" Upham was personally present during the whole of the show—assisted by a bunch of real live-wires, extolling the merits of "UPM" products.

The Hamilton Mfg. Co's. exhibit of modern printing office equipment was surely up to the well-known standard of this firm. From Form Trucks to Galleys, from Cabinets to Riglets, etc., everything necessary to guarantee efficiency in printing office equipment and service was demonstrated. The Hamilton (Mashek) Form Truck No. 809, is certainly a safe and easy method for handling large forms in the chase, direct from stone to press. The fact that the table can be folded after the form is on, particularly recommends this truck.

TRADE NEWS

Wm. Braby, of the firm of Wilson-Munroe Company, paper dealers, Toronto, left for a six weeks trip to his home in Edinburgh, Scotland, September 9th, leaving on the C.P.R. steamer, Tunisian.

Many Canadians were pleased recently to again meet Mr. L. Bashwiner, who is superintendent of the Box Factory of the Richardson Co. at Lockland, Ohio. Previous to 1915, Mr. Bashwiner was one of the Canadian representatives of Miller and Richard, Toronto.

A. W. Hall of A. W. Hall & Co., Chicago, paid a flying visit to Toronto and Montreal the first week of this month, following the Boston Exposition. Mr. Hall reports that indications are that the present fall and winter will show a decided improvement in the sale of printing house equipment.

Henry B. Frerichs, representing the Ludlow Typograph Company, spent a few days in Montreal and Toronto, during the last week in August. Mr. Frerichs has been investigating printing business conditions and reports a very satisfactory state of affairs. The Mono-Lino Company of Toronto are Canadian representatives of the Ludlow Company.

The Mono-Lino Typesetting Co., Ltd., Toronto, have issued a most attractive, comprehensive and useful specimen book of 106 pages, bound in medium Loadstone cover, displaying the type faces manufactured by them. Four years ago this firm commenced business in a small way, but their service has resulted in a growth which, illustrated by several good views in the book, now places them in the front rank of composition houses in the United States or Canada. The catalog is divided into four sections: Monotype, Machine Composition, Hand Department, Linotype Department, Index and Useful Information. Printers and others in Toronto or coming to Toronto are invited to visit this plant.

The Goss Printing Press Company, Chicago, Illinois, announce orders on hand will keep their plant operating at full capacity for many months. A large number of high speed newspaper presses of large capacity and of various designs are under construction for the foreign field. The orders for shipment to England include twelve octuples, two sextuples and one quadruple. Two straightline octuples are under construction for South America, one sextuple for Cuba, and four quadruples for Australia. The American orders comprise rotary Newspaper, Rotogravure, Color and Magazine Presses of various designs and printing capacities, and it is apparent the Goss Company is receiving its full share of the present national wave of industrial prosperity.

The Christensen Machine Company of Racine, Wis., manufacturers of the Christensen Wire Stitcher Feeders, have appointed the George R. Swart & Co., with headquarters in New York and Chicago, the sole agents to market the entire output of their factory. The Swart organization have handled this equipment in the East for the past three years with great success. There are over two hundred and thirty equipments operating in the United States, some plants using from two to ten equipments on their regular run of commercial job work. An analysis shows that Christensen equipments are operating to-day in sixty-four cities in the United States. The trade will also be interested to know that recently an attachment has been perfected for handling extension or overlapping cover work on this equipment, automatically.

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Equipment Shown at Boston Exposition

H. C. Hanson Type Foundry exhibit included the extensive line carried by this company, and was under the personal supervision of H. Alfred Hanson, general manager. The Hanson complete Mitering Machine and the Hanson Special Lead and Rule Cutter had a prominent place. The especially designed composing room furniture known as the "Hanson More Production System" was exceptionally interesting. This equipment is made from original design and is obtainable only from them.

The Monarch Engineering and Mfg. Co.'s exhibit consisted of the "Monometer" Automatically Heat Controlled Metal Furnace for melting type metal without forming drosses or possibility of burning the metal, the furnaces also being ftited with a special mixing device and improved Bunsen type gas furnace which does away with the use of sand or blowers for melting purposes. These patent furnaces were originated and are controlled by the Monometer Mfg. Co. Ltd., England, several thousands being in use in England and the rest of Europe in 1914. Owing to the war their promotion in America was temporarily abandoned. The Monarch Engineering and Mfg. Co., are now promoting these furnaces in the U. S. and Canada enthusiastically. The exhibit at the Exposition was exceptionally interesting and a number of machines were sold, two to be shipped to Canada.

An entire rectangle, or six combined exhibit spaces, were required for the big battery of Linotypes displayed by the Mergenthaler Linotype Co., and additional space was taken for a comprehensive showing of Linotype Typography. The Linotype exhibit consisted of five Linotypes in operation—Models 9, 14, 22 and 24, and an old square-base Model 1 which has been in continuous operation in the composing-room of "The Cambridge Chronicle" for more than twenty-six years. A three magazine model 22 was shown for the first time and aroused unusual interest. The Linotype Typography exhibit included a wide range of correct composition produced on the Linotype, all kinds of high class book and job work. Specimens of Linotype composed printed matter produced in various printing plants under normal conditions were displayed. The Canadian Linotype Co. in Canada were represented by Alfred Archer, General Sales Manager, and E. H. Johnson.

The Babcock Printing Press Mfg. Co., exhibited a No. 7 Universal Equipment Optimus Press, equipped with a Babcock Extension Delivery and Cross Continuous Feeder. High-grade catalogue sheets for the University Press, Cambridge, Mass., were being printed during the Exposition on this press. In the Dexter Folder Co.'s exhibit was shown a No. 35 Pony Optimus equipped with Babcock Extended Delivery and Dexter Pony Suction Feeder. This machine is capable of high-grade work at a speed of 3,000 impressions per hour and is a beautiful and effective example of the press builders' art. A No. 43 Optimus equipped with a Miller Feeder was exhibited in the Miller Saw-Trimmer Co.'s exhibit. At the request of the management of the Graphic Arts Exposition, the Babcock Co. installed and operated a No. 12 Automatic Piling, Cutter and Creaser, in the Folding Box Department. This machine was in actual operation, turning out Lever Bros. Co.'s Lux boxes. Our representative particularly appreciated the attention of Mr. C. W. Britcher, general sales manager, who was present at the exhibit.

The Intertype Corporation, always progressive in its sales work, added motion pictures to its methods of demonstrating the merits of the Intertype. Among the subjects so treated were a series of close-up pictures and animated technical drawings to show how a line composing machine operates. A trip through the Intertype Factories was also pictured, and an entire "reel" devoted to the features of various Intertype models, Intertype standardization, improvements and simplifications.

At the Intertype Exhibit (Toronto Type Foundry Co., Ltd.,) leading examples of modern line composing machine efficiency were promoted. The Intertype Model D-S-M received very close attention on the part of visitors. The chief exclusive feature of this machine is its 42 em slugs, the common limit for line composing machines being 30 ems. As large display faces are usually set in wide measure, the 42 em slugs are a great convenience undoubtedly. The set-wise range of this model includes full width 36 point bold and condensed faces up to 60 point face. It will thus be seen that the range of this model is ample for all practical requirements. The Intertype matrices were also shown in all sizes up to 36 point in the well-known Bodoni Series, Century Expanded, Century Bold, Cheltenham Old Style, Cheltenham Bold, etc., as well as a great variety of head-letter faces. The Intertype Model D-S-M carries two standard magazines, one split magazine and three side or auxiliary magazines. Thus with a suitable series of faces from 5 point to 36 point, this machine is almost a complete job composing room in itself.

Equipment Shown at Boston Exposition

The Indiana Chemical Co., (Sinclair, Valentine & Hoops, Toronto,) did not make any mistake in sending Mr. E. Meserole to the Exposition to take charge of their exhibit. Mr. Meserole was one of the hustlers at the Exposition. All day long at his booth in his merry manner, he made every visitor feel merrier, and he had a bevy of young ladies on hand sticking paper butterflies all over spectators as they passed the booth. "Reducol" was the foremost exhibit presented—and its sterling qualities were effectively promoted.

The Dexter Folder Co. left nothing undone to make their exhibit as comprehensive and effective as possible. In addition to the large space occupied by their own exhibit their press feeders were shown in the exhibits of Miehle Printing & Potter Co. In addition to these, there were two large suction type pile feeders attached to a two color Miehle and a No. 12 Babcock Cutter and Creaser, in the Folding Box Department in the basement of the Mechanic Hall. In their own direct exhibit the Dexter people demonstrated a No. 3-5 Babcock Optimus Press, a pony pile feeder attached to a No. 6-E Whitlock Pony and a suction type pile feeder attached to a No. 1 Pony Miehle. There was also shown the new type No. 189-A standardized book, job and catalog folder, taking a maximum sheet 38 x 50 inches which was equipped with Cross Continuous Type Fold Feeder. The New Dexter-Kast Automatic Stitcher Feeder created considerable interest as also did the high speed Automatic Job Folder and Feeder which the company had just placed on the market. Thirteen Dexter machines were shown at the Exposition demonstrating the extensive possibilities of the Dexter product.

The Lanston Monotype Machine Co. occupied a large space, practically in the centre of the main hall, exhibiting monotype composing equipment, demonstrating this firm's extensive composition features. We noted particularly the composition in Plate-Gothic, the various styles of which most popular type family the Monotype Co. has recently adopted to composition on its own equipment. The already wide variety of job compositions that can be accomplished on the monotype with a facility equal to straight matter composition, has affected far-reaching economy in hundreds of composing rooms, and has meant an extended distribution of monotype equipment into all manner of plants. The Monotype Type and Rule Caster equipment was also exhibited and was very interesting. The Trade Compositors in their exhibit also demonstrated the monotype composing equipment, and the savings made by the non-distribution system.

In the Lanston Monotype Machine Company's exhibit were shown historic prints borrowed from the collection of Frederic W. Goudy, Art Director of that company. Special glass-covered tables were built to accommodate this collection, which was protected by heavy insurance. That part of Mr. Goudy's collection on display at the Exposition comprised, among other interesting things, Foxe's Book of Martyrs, 1641; the original type-page of Claude Garamond (from which Mr. Goudy drew the Monotype Garamond), 1540; Nurenberg Chronicle, 1493; A page from the Durandu, Peter Schoeffer, 1459; Page from Canterbury Tales, William Caxton, 1478; A Page from the first printed book, the Mazarin Bible, by Gutenberg, 1455; Shakespeare's Sonnets in type imported from Holland, 1655. In addition, the collection was rich in original manuscripts on vellum, dating to the twelfth, thirteenth and fourteenth centuries; with a collection of printers' marks, and some modern prints by William Morris, Emery Walker, Lucien and Esther Pissarro, Charles Ricketts, Frederic and Bertha Goudy, and others. Mr. Goudy also included in the exhibit the original drawings for the Garamond type as made by him for the Monotype Company.

Classified Advertisement

SECTION

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0017—No. 1 Standard Punch.
0019—10x15 W. & B. Gordon.
3067—9x26 Roller Proof Press.
3068—Golding Padding Press.
3071—½" Brehmer Power Stitcher.
3072—2-Rev. Campbell, bed 37½x50.
3073—Pony Campbell, bed 23x28.
3074—Mentges Circular Folder.
3075—20" Rosback Foot Perforator.
3076—No. 8 Stitcher on Stand.
3077—Latham Power Punch.

SECOND HAND MACHINES

We have a large list of second hand machines which we are offering at Bargain Prices. It will pay to tell us your requirements and get prices on these machines. Some are as good as new.

Our line of New Machines is complete and we can give you interesting quotations. We have the best—none other.

Our Type, Supplies and Wood Goods are of the highest quality.

Printers' Machinery Co., Limited

451 King Street West, TORONTO
Phone Adel. 3323
Night P. 2026W

Equipment Shown at Boston Exposition

The Liberty Company exhibited a full line of their manufactures. L. K. Aldrich, the president, who personally conducted the exhibit, said: "Our folding machine is stripped of all the usual complications and is 100% efficient." That this is well founded is evidenced by the fact that in five years' time, the Liberty Company has grown from a small meager plant to one of the largest producers of high-grade folding machines in the world. The latest addition to the Liberty line is the Aldrich Office Folder, built exclusively for the Lisenby Mfg. Company of Chicago. This machine is the last word in simplicity and has a capacity of from ten to twenty thousand folded signatures per hour.

The Cowan Truck Co. demonstrated the Cowan-Pope Paper Roll Handling Electric Truck, in actual operation with a large paper roll. The almost human fashion by which this machine operates, and the way it picks up the roll and tosses it around in any way whatever desired, recommends its effectiveness and service in any phase of paper manufacturing or printing industry. The truck works powerfully and smoothly and can be manoeuvred to the exact position. It handles the roll delicately so that the paper is not damaged in any way whatsoever. The company also exhibited a hand lift truck with a platform or skid. This product is handled in Canada by R. B. Smiley, Toronto.

Several new devices, as well as all their standard lines, were exhibited at the booth of the Golding Manufacturing Company. The new Golding devices included the following: New adjustable roller tracks for the 21 x 18 Golding Art Jobber. This is a new feature and a desirable one. It is supplied only as an extra and only for the No. 18. The safety feed guard for the Golding jobber is designed to meet the requirements of the laws which relate to safety devices and is built so that no movement is made until the platen has passed above the center and above the feeding position, when it shoots upward and outward. The outward movement is a distinctive feature of this new device. The new electric drive for Golding jobbers was of interest to printers. The motor and controller are set snugly and compactly in the rear of the press where they are out of the way of everything. The press is operated by belt friction on the fly wheel and the whole control, such as starting and stopping, and the regulating of the speeds, is by foot treadle in the front. The new fly-wheel guard for Golding jobbers is made of sheet metal and slips over the driving shaft, cut to fit snugly over the inner rim of the fly-wheel. The finish is black Japan, baked on.

To demonstrate the magnitude of the American Writing Paper Company a huge photographic enlargement of the 26 mills was displayed. It was 25 feet in length and 10½ feet in depth, one of the largest pictures of its kind ever produced. Apart from its size, it was remarkable for the most unusual treatment used in making it. Instead of merely grouping various mills by means of inserts, the artists redrew each mill as if the entire number were located in one city. This is the first time a picture of this magnitude and scope has been so treated. To accomplish it, it was necessary to remove, pictorially, some mills from Wisconsin to Holyoke; others were pictorially transplanted from Connecticut Ohio and other distant points. Not even the task of removing an entire river and an assortment of dams baffled the artists who executed the remarkable painting. Visitors were visibly impressed with the magnitude and tremendous scope of the Eagle-A organization. Further evidence of the close co-operation between the American Writing Paper Company and its service houses was visible in the form of booths devoted to the Arnold-Roberts Company, John Carter & Company, Inc., and The Whitaker Paper Company, the Boston Service Houses and others.

Classified Advertisements

(CONTINUED)

SITUATIONS VACANT

LINOTYPE OPERATOR WANTED ON MISCELLANEOUS JOB and tabular work, must be clean, fast, and able to give good work display without layout on Model 19 Linotype. $47.00 and bonus. Union or non-union. Healthy workshop overlooking bay. Steady work, good prospects to make big money. Wrightson, 74 India St., Boston, Mass. P. 9 P.

WANTED

WANTED—TO PURCHASE A WEEKLY NEWSPAPER PLANT IN a good town in British Columbia. Apply Box No. 855, Canadian Printer and Publisher. P. 8 P.

PRINTING SALESMAN FOR A LARGE ESTABLISHED CONCERN doing high-grade work. Only experienced salesman with good connection need apply. For a first class man we offer a good salary and commission, steady employment and advancement. Apply Box 857, Canadian Printer and Publisher. P9P.

USED PRESS—IN FIRST-CLASS CONDITION, TO TAKE SHEET not smaller than 36 x 48. (Miehle preferred). Box 859, Canadian Printer and Publisher. P. 9 P.

COMPOSING ROOM FOREMAN—PRACTICAL PRINTER WHOSE knowledge has been acquired by 18 years' experience; tasty layout man and typographer, stoneman, familiar with linotype and monotype composition, also modern methods of production, 35 years old, married. At present in charge of large plant in Montreal. Will consider change after October 1st. Write Pilleon, 662 Delorimier Ave., Montreal, Que.

POSITION WANTED—ALL ROUND COMPOSITOR WITH CITY and rural newspaper and job experience open for position in Western Provinces. Can take entire charge. Box 493, Lacombe, Alta.

HIGH-CLASS JOB MAN WISHES POSITION AS FOREMAN OF job department. Box 853, The Canadian Printer and Publisher.

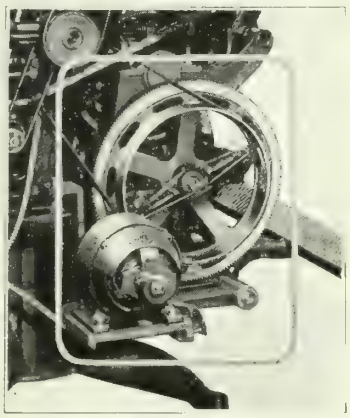
OPPORTUNITIES

THE COMPOSITORS' OPPORTUNITY—THE LANSTON MONOtype Machine Company maintains Free Schools in Philadelphia, New York, Chicago and Toronto, to which compositors are admitted for instruction in the operation of the keyboard. Steady employment and good wages are always to be had for Monotype Keyboard Operators. For further information apply to LANSTON MONOTYPE MACHINE COMPANY. P. 2 P.

FOR SALE—UP-TO-DATE, WELL EQUIPPED NEWSPAPER AND job office in Quebec Town. 1,800 of a circulation, almost $10,000 worth of business last year. To be sold for the cost of machinery. Good reason for selling. Apply Box 854, Printer and Publisher, P.9P.

PRINTING OFFICE WANTED—IN EVERY CITY OR COUNTY town in Canada, to go into the Private Greeting Card Business. If you can handle this profitable side line without extra equipment or capital, write immediately for territory and particulars. Graphic Arts, 766 Crawford St., Toronto. P. 9 P.

UP-TO-DATE NEWSPAPER AND JOB PLANT, EMPLOYING from seven to ten, valued at $15,000.00, in Southern Alberta, wants a man with capital to invest and take full control, or sell outright. Apply Box 856, Canadian Printer and Publisher. P. 10 P.



Cline Westinghouse Interchangeable Electric Motor Drive

FITS ANY STANDARD TYPESETTING MACHINE AND IS INTERCHANGEABLE.

Write us for further details.

CLINE ELECTRIC MFG. CO.

Chicago - New York

Strips or Labor-Saving
DRAWN
Leads, Slugs
AND
Rules

Prices:
Strip Leads - - 19c lb.
Strip Slugs - - 16c lb.
Labor-saving - 5c a lb. extra
Cut on Saw & Trimmer

We are prepared to make rush delivery on any quantity order.

Made in Canada

DeCarle-Wareham
Limited
Type Founders
74 Market St. - TORONTO

Brass Rule Made to order

Roller Composition and Casting

GEO. M. STEWART

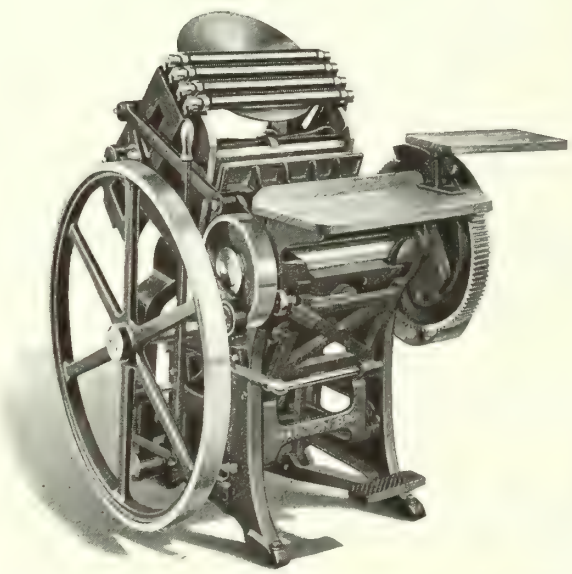
PRINTING *and*
BOOKBINDING
MACHINERY

TYPE *and*
SUPPLIES

92 McGILL STREET, MONTREAL
PHONE MAIN 1892

Thoroughly Rebuilt Cylinder and Platen Presses, Paper Cutters and Machinery of All Kinds for Printers, Bookbinders, Box Makers, etc. Write and state your requirements.

A New Canadian Press
MADE BY MANTON BROS.



Representing Canadian Labor and Canadian Capital

Improved Features: Four rollers running independently of each other; built to give better ink distribution than any other Gordon Press. Heavy, rigid construction, quiet-running. These features combine to make this new Canadian machine superior to any other job press of its kind.

MANTON BROS.
TORONTO

EQUALLY attractive either as a book or cover paper, UTILITY-ACCORD serves a double purpose. Perfectly matched for color and texture in several weights, it may be used for text or covers for light or heavy mailing units.

UTILITY-ACCORD

Serves the Advertiser Well.

It is made in seven attractive colors in 20x20—65 lbs. and 20x26—130 lbs.; also in 25x38—60 lbs.

Have You a Sample Book of UTILITY-ACCORD?

NIAGARA PAPER MILLS

LOCKPORT, N.Y.

Buntin Gillies & Co. Limited

B & G ©

Railroad Ticket Board

For Fall Fair Prize Tickets

BLUE — CHERRY — GREEN
ORANGE-RED — YELLOW

22 x 28, 4-ply, $7.00 per 100 sheets
22 x 28, 6-ply, 8.15 per 100 sheets
22 x 28, 8-ply, 9.10 per 100 sheets

10% additional for Orange-red

Colored Poster Paper

For Fall Fair Posters

Reams ..... 11c per lb.
¼ ton ..... 10½c per lb.
Ton ..... 10c per lb.

BLUE — GREEN — PINK
TERRA COTTA — YELLOW
RED

24 x 36—31 lbs., lapped
28 x 42—43 lbs., lapped

Book Paper

For Prize Lists

BANNER M. F. — ENSIGN M. F.
FRANKLIN S.C. — COLONIAL S.C.

Write for Samples and Prices

B & G ©

WHOLESALE Stationers and Paper Dealers HAMILTON

Heavy One-Piece Base, with Arch also in One Piece.

Worm-Gear Drive, with Hyatt Roller Bearing in Flywheel.

Powerful Clutch —will not "stall."

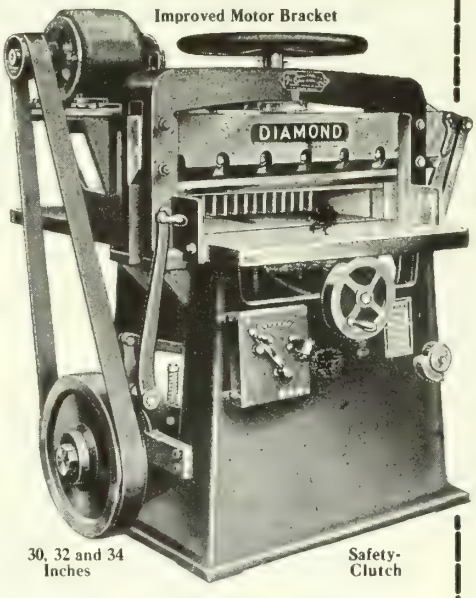
Triple Split Back Gauge.

Three Adjusting Screws in Knife-Bar.

Steel Tape Back-Gauge Indicator.

Side Gauges on Both Sides.

Adjustable Back Gauge.



Diamond Power Paper Cutters

are Powerful, Rapid and Accurate. Made in 30, 32 and 34-inch sizes. Diamond Cutters are also made as Lever Cutters and Combination Lever and Power. Write for further particulars and prices

The **Challenge Machinery Co.**, Grand Haven, Mich., U.S.A.

Also Manufacturers of the Lee Two-Revolution Press, Stonemetz Two-Revolution Press, Advance Lever Paper Cutters, Mercantile Addressing Machine, Hoerner Type-High Machine, and many other tools and requirements for printers

For Half-Tone Printing

"LUSTRE" BLACK

Is Still in Big Demand

DON'T BE MISLED by offers of "just as good" ink at a lower price. "Lustre Black" is expensive to make, but the best results in halftone printing are worth paying for —at least, that is the opinion of most progressive printers.

Let us send you a trial order

SHACKELL, EDWARDS & CO.
LIMITED

127 Peter Stree , Toronto, Canada

ALL OUR INKS ARE MADE IN CANADA AND HAVE BEEN SINCE 1911

The Only

BRITISH

Process Screens

DIAMOND

for
HALF-TONE, COLOR
and
GRAVURE

List Free:
F. E. Brown & Co.
Guthlaxton St.
Leicester,



(WATERMARKED)
For Copies of Letters and all other Forms.

SUPERIOR MANIFOLD
Sub. 8 — white and 9 colors

FIDELITY ONION SKIN
Sub. 9 — white

EMCO ONION SKIN
Sub. 10 — white and 8 colors

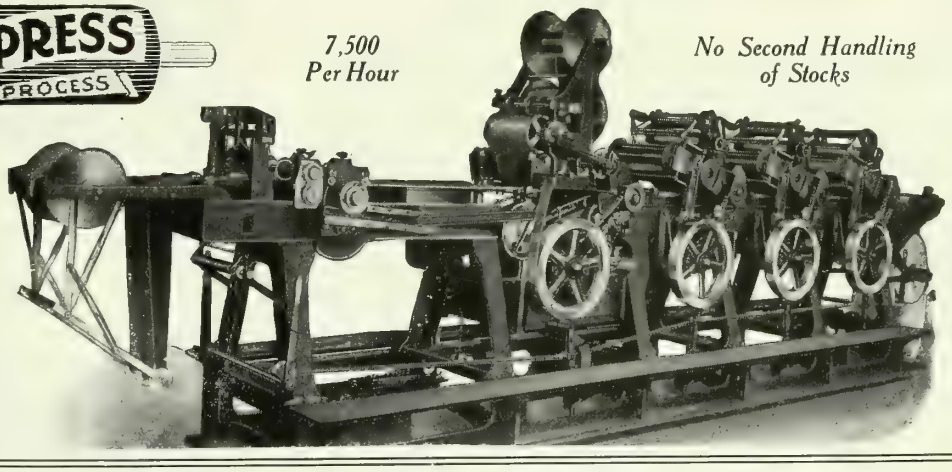
Made From High Grade Rags

ESLEECK MFG. COMPANY
TURNERS FALLS, MASS.

MULTI-
NEW ERA PRESS
PROCESS

7,500 Per Hour

No Second Handling of Stocks



It is more than a Multi-Color Press. Prints in all colors on both sides of the paper at the same time; numbers, perforates, scores, die-cuts, punches, cuts both ways, rewinds or piles all at a speed of 7,500 impressions per hour. One man operates the New Era and there is no second handling of stock necessary. WRITE NOW!

New Era Mfg. Co., Inc.

394 Straight St. Patterson, N. J.



Binders'-Board Shears

(Gauge Table Shears, all iron)

These shears have recently been greatly improved, and we now consider them the finest on the market. The hold-down clamp is vertical-acting, and will hold firmly anything from tissue-paper to the heaviest board. It is rigidly constructed and will show no wear after years of service.

The table or back gauge is always in perfect alignment with the knife, thus saving a great amount of time usually used in adjusting. The front stop or gauge is quickly and easily moved into any position desired, and securely locked by one hand lever only.

Auxiliary Gauge, for cutting extra-narrow strips. New style.

SIZE, 36-INCH CUT. Front gauge runs out from knife 24 inches; table, 24 x 36 inches; floor-space, 6 feet 9 inches by 4 feet 9 inches; weight, crated, about 950 pounds.

The W. O. Hickok Manufacturing Co.

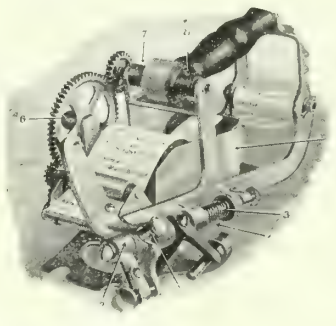
Harrisburg, Pa., U. S. A.

There's Lightness and Speed in This *New* Wing Aluminum Mailer

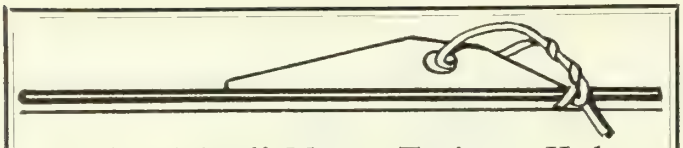
THIS new Label Pasting Machine—the latest in Mailers—has been subjected to actual tests for six years before being offered for sale.

The frame and all castings have been made in **one piece**, ensuring unusual strength and durability. Its exact "hang" and extreme lightness make it ideal for use by boys and girls, using either hand; they can operate it for hours without fatigue

The Wing Mailer is saving money for large concerns such as The Curtis Company, Butterick, McCall, and Colliers. The U. S. Bureau of Internal Revenue have 80 machines in use. It will save you money too—let us prove it.



CHAUNCEY WING'S SONS, Greenfield, Mass.. U.S.A.



"Huber-izing" Means Trying a Huber sample each time you make an Ink test

It will enable you to get the utmost in Ink Quality, Ink Economy and Ink Delivery

INK ECONOMY

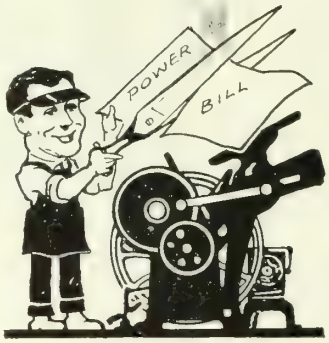
Huber's customers get the benefit of all the savings effected by manufacturing our own raw materials, such as the packing, selling and transportation expenses, the profits of the color and varnish manufacturer, etc.

J.M. Huber

Dry Colors, Carbon Black, Varnishes, Printing Inks.
366-378 Adelaide St. West, Toronto, Can.
HUBER'S colors in use since 1780

It Pays to Huberize

CUT YOUR POWER BILL IN HALF



The Kimble motor uses electricity in proportion to its speed. Since the average speed of a press is about 60% of maximum, just think of the saving with Kimble motors in one year's time.

There are many other interesting and valuable points about Kimble motors in our latest bulletins.

Send for Booklet

KIMBLE ELECTRIC COMPANY

2401 W. Erie Street Chicago, U.S.A.

Address correspondence to nearest representative.

GREAT WEST ELECTRIC CO., LTD., 57 Albert St., Winnipeg, Man., for all points west of Port Arthur and Fort William.

MASCO COMPANY, LTD., 76 Richmond St. E., Toronto, for all points east of Port Arthur and Fort William.

KIMBLE MOTORS

COMPOSITION MAKE-UP LOCK-UP

Catalogues Price Lists Publications

At a price you cannot do it for yourself---WHY?

We specialize—We keep an accurate cost record, and also keep in touch with the work going through—You pay only for CHARGEABLE HOURS.

Mono-Lino Typesetting Co. Ltd.
160 Richmond St. W., Toronto

$50,000 would not buy my copy of the Ruxton Course

said a Toledo, Ohio, business man.* Fifty-one other men who took the same course two years ago were also asked to sell. *Only one copy* was available—the owner had died. Five of the men said:

"My Ruxton course in copy-writing is worth more to me today than when I purchased it."—G. B. T.,*—*Norwood, Mass.*

"I could not possibly think of parting with any part of the Ruxton Course."—J. M. B.,* *Brooklyn, N. Y.*

"I wouldn't part with my Ruxton lessons under any circumstances."—L. C. V.,* *Seattle, Wash.*

"I should not care to part with it. I appreciate real worthwhile instruction when I see it."—E. A. W.,* *Detroit, Mich.*

"The Ruxton Course is the most valuable I know and is years ahead of all advertising thought of today."—H. D. C.,* *Chicago, Ill.*

Selling by the Printed Word

in every issue of THE PRINTING ART monthly is a similar course of instruction by Robert Ruxton including illustrated criticism of current advertising. It is absolutely different in treatment and principle from anything ever published. The cost of this department alone is very heavy, yet subscribers get it without extra charge—for the subscription price of the magazine.

The Printing Art is a large, beautifully printed monthly magazine averaging 100 pages (9¼ x 12¼). Its full-page illustrations are selected from the entire field of commercial art.

The articles in THE PRINTING ART are intensely practical and interest advertisers, business men, printers, engravers—all who use advertising and who sell by printed words.

We know that THE PRINTING ART is a big value because literally hundreds of business men (unasked) have told us just that—but everyone may decide for himself without obligation. Simply note coupon and act.

* Names given on request.

The Printing Art, Cambridge, Mass.

Gentlemen: Please send me THE PRINTING ART for one year, containing Mr. Ruxton's lessons on writing selling copy. You may send me a bill for $4.00 (Canada, $4.50; Foreign, $6.00) to cover this subscription, which I agree to pay promptly, upon condition that, if at the end of three months I am for any reason not perfectly satisfied, you are to refund the entire sum without question, and I am to keep the magazines without further obligation.

Name _____

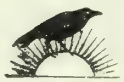
Street _____

City and State _____

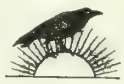
Printing Papers that Reflect Personality

Before everything else, the alert executive looks for a printing paper best suitable to convey an expression of his personality: for, no matter how tempting the printed message, it is the impression created by the quality of the paper used that governs the value of his sales letters.

You will find both pleasure and profit in recommending the "Jackdaw" line of Printing Papers. They represent seventy-five years of specialized effort in meeting Sales Letter requirements. They reflect credit upon both ourselves and the dealer handling them.



Let us send you samples and prices. Also ask for catalogue descriptive of our Loose Leaf Binders, Binder Accessories and other profitable side lines for the progressive printer.



W. V. Dawson, Limited

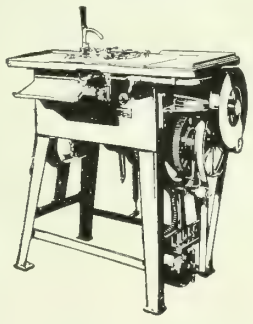
MONTREAL TORONTO OTTAWA QUEBEC

The Ludlow

For Profitable Composition

YOU who lose in your composing rooms, the money you make on presswork, need lose it no longer. The Ludlow will speed the work, improve its appearance, and make costs knowable in advance. Costs will not only be lower, but may be standardized as accurately as on presswork or in the bindery.

Without the Ludlow we would have to add at least two men to the pay-roll, and the type equipment necessary to give the same series we get from the Ludlow would mean an enormous investment—and we would still be bound to run short of type at times, even with constant distribution of dead matter.—Ed J. Nickerson, Chicago, Ill.



Make Money on Composition, Too!

Unforeseen stops and hindrances are what make the same job cost double, at one time, what it did before—limited type supply, running out of sorts, worn faces, broken letters, slow justification, and then distribution of used forms! Every job, on the Ludlow, goes through right the first time as planned, and is dumped after use, or kept indefinitely without affecting the cases.

Unlimited new typefaces in every font will increase your capacity and put an end to type shortage, worn faces, running out of sorts and picking forms.

Clean decks after a heavy day—no accumulated distribution. Next morning all hands may start in at once on productive work.

Small floor space is often the determining factor in starting new or making a change. Ludlow equipment, complete, requires only six feet square. It usually displaces old equipment, releasing many times that space.

No extra salaries are required to operate the Ludlow. Your present hand compositor may set his own lines of matrices, by hand, space and justify—and then cast his line on a slug.

Simple ruggedness is a most admirable quality of the Ludlow. Anybody can operate it after an hour's training. Seldom does it need repair.

LUDLOW TYPOGRAPH COMPANY

2032 CLYBOURN AVENUE CHICAGO, ILL.

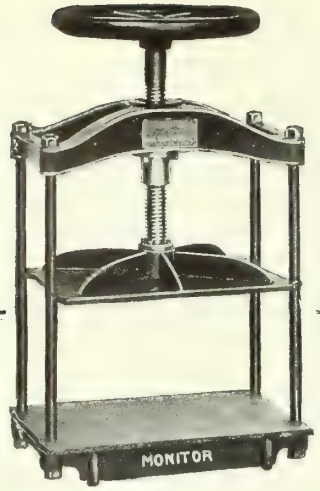
Eastern Office: World Building, New York City

ONTARIO AGENTS:

MONO-LINO TYPSETTING COMPANY, LIMITED

160 Richmond Street West Toronto, Canada

LUDLOW QUALITY SLUG COMPOSITION ABOVE 10 PT.



No. 2 1-2 "Monitor" Standing Press

"Monitor"
Standing Presses

Correct design, coupled with the use of only the best materials in manufacture, stamp the "Monitor" Standing Presses as "apart from the ordinary." Built on simple lines, they are fitted with the care and precision that is exercised in the construction of all "Monitor" machines. They are an assurance of long and satisfactory service; they should, in fact, last a lifetime—or longer.

Although "Monitor" Standing Presses cost a little more than the ordinary presses, their lasting qualities and satisfactory service make them a very profitable investment in the long run.

"Monitor" Standing Presses are made in eight different sizes, ranging from 16-inch to 50-inch openings and 10x16-inch to 21x29-inch beds.

Let us send you catalogue with full description and prices.

Sold in Canada by

H. J. LOGAN

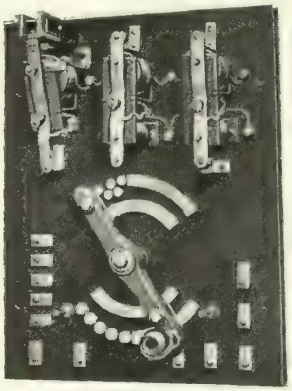
114 Adelaide St. W., Toronto

Agents for

LATHAM MACHINERY CO., Chicago
BROWN FOLDING MACHINE CO., Erie, Pa.
McCAIN AUTOMATIC FEEDERS
NATIONAL BOOK SEWING MACHINES

One Way to Increase the Output of Your Press

As a practical man you know that even a slight increase in the speed of your press will increase the daily output. With the Leslie Predetermined Push-button Control the pressman always has the press under control by just simply pushing a button. The Dynamic breaking feature allows a quick stop without a jar and without the usual waste of several sheets of paper. The press can be moved half an inch at a time or run at slow motion and then increased to high speed by the same station—all this by just pushing a button.


Pre-Determined Push-Button Controller MADE in CANADA

REPAIRS

We are specialists on electrical repair work. "Quick work done right the first time" is a slogan we live up to—try us.

If it's Electrical—Consult us

The Leslie Electric Co.

74 Grange Ave., Toronto

Telephone Coll. 490

Printing
and
Lithographing Machinery
of all kinds

Complete Service for Rebuilding and Moving Presses. Agents for Rosback Perforators and Stitchers, Bunn Tying Machines, Southworth Punches and Holdfast Hangers. All kinds of Printing and Lithographing Materials.

Thomas W. Hall Co. Inc.

409 Ninth Avenue, New York City

2 Blocks from Penn Station

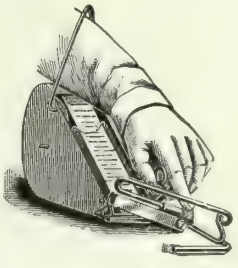
INDIAN BRAND

GUMMED PAPERS

Have been used for years, and the demand for this Canadian made sheet is growing by leaps and bounds. There is a reason for this. Quality is there, and any jobber can supply your needs promptly.

Canadian Nashua Paper Co.,
LIMITED
PETERBORO, ONTARIO

Sold through all Prominent Jobbers



THE ROBERT DICK MAILER

Reduces mailing expense
Efficient
Light
Inexpensive
Addresses (expert) 8,556 an hour
Beats them all
Leads, others follow
Easy to operate

Write to-day for interesting Booklet

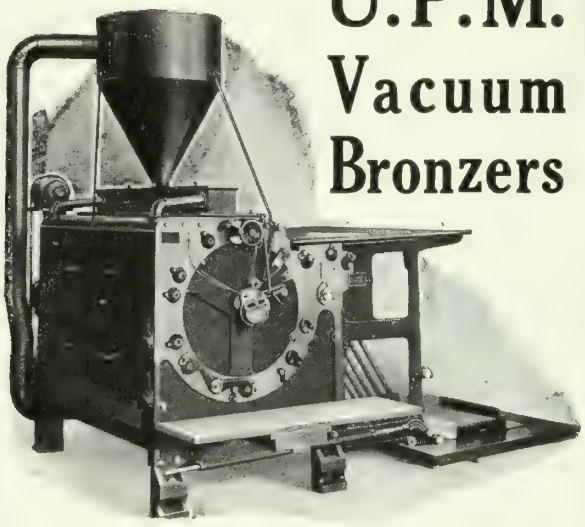
REV. ROBERT DICK ESTATE
137 W. TUPPER ST. -:- BUFFALO, N.Y.

UNITED PRINTING MACHINERY COMPANY

24 Houses

that use a total of **113**

U.P.M. Vacuum Bronzers



CANADA

B. C. Printing & Lithograph Co., Vancouver, B. C...	1
Consolidated Lithographing & Manufacturing Co., Ltd., Montreal.	1
Lawson & Jones, Ltd., London, Ont.	1
Miller Lithographic Co., Ltd., Toronto, Ont.....	1
Royal Printing & Lithographing Co., Halifax, N.S...	1
Southam Press, Ltd., Montreal	1
Standard Lithographic Co., Ltd., Toronto, Ont.	1
Stovel Co., Ltd., Winnipeg, Man.	1

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Stecher Lithograph Co.	8
Forbes Litho Mfg. Co.	7
Calvert Lithograph Co.	6
National Folding Box & Paper Co.	6
Nevins Church Press	6
American Lithograph Co.	5
Wm. Steiner, Sons & Co.	5
Brockway-Fitzhugh-Stewart-Inc.	4
Columbia Graphophone Co.	4
Heywood, Strasser & Voigt Litho. Co.	4
Ketterlinus Litho. Mfg. Co.	4
Multi-Colortype Co.	4
Pasbach-Voice Lithograph Co.	4
Simpson & Doeller Co.	4

RE-ORDERS TELL

UNITED PRINTING MACHINERY CO.

38 Park Row, New York | 604 Fisher Bldg., Chicago | 83 Broad St., Boston

Buyers' Guide



Newspaper and Magazine Accounts EVERYWHERE

Send us your delinquent accounts. Let us turn them into cash for you.

No Collection, No Charge—Prompt Returns.

Reuit - Reult

REFERENCES—The Bank of Nova Scotia and over 200 satisfied Canadian publishers for whom we have been collecting for the last nine years.

The Canadian Mercantile Agency
OTTAWA, CANADA

J. L. PEPPER

Efficiency and Appraisal Expert

Appraisals made for Printing Plants Exclusively

Graphic Arts Appraisal Co.
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TORONTO, ONT.
TELEPHONE: ADELAIDE 7666

Filling Your Advertising Columns

Through the FINANCIAL POST you can reach the men who make the advertising appropriations, who have the final say as to the choice of media, as well as a large proportion of Canada's leading advertising agency executives

Business men see big business on the way. Returning confidence is leading to bigger advertising appropriations

As a publisher, you want to get your share of the advertising that is now being planned. Look over this list. It shows who reads THE POST.

—Every Canadian investment house
—Head office officials in every Canadian bank.
—Insurance, trust and loan company officials, etc.
—over 4,000 executives of leading industrial and commercial institutions.
—Advertising Agency executives.

Let us tell you how by advertising in THE FINANCIAL POST you can increase the volume of advertising in your own publication.

THE FINANCIAL POST
143 University Ave, TORONTO

THE firms listed in this Buyers' Guide are all advertisers in PRINTER AND PUBLISHER. *Refer to the ads. by consulting the Index. Our interests are mutual—tell the advertisers you read their ad. in* PRINTER AND PUBLISHER. *Patronize* PRINTER AND PUBLISHER *advertisers—they are all definitely interested in the promotion of efficiency in equipment and service in Canada's allied printing trades.*

ADDRESSING MACHINES

Challenge Machinery Co., The, Grand Haven.
Pollard-Alling Co., New York.
Printers' Machinery Co., Ltd., Toronto, Ont.
Miller & Richard, Toronto, Ont.

BAILERS FOR WASTE PAPER

Golding Mfg. Co., Franklin, Mass.
Logan, H. J., Toronto, Ont.
Miller & Richard, Toronto, Ont.
Printers' Machinery Co., Ltd., Toronto, Ont.
Stephenson, Blake & Co., Toronto.
Stewart, Geo. M., 92 McGill St., Montreal.

BINDERY EQUIPMENT AND SUPPLIES
(See also CUTTING MACHINES)

Adzit Printer's Supply Co., Grand Rapids, Mich.
Anderson, C. F., & Co., Chicago.
Berry Machine Co., St. Louis, Mo.
Dexter Folder Co., New York.
Golding Mfg. Co., Franklin, Mass.
Hall Co., Inc., Thomas W., New York.
Hall, A. W., & Co., Chicago.
Hickok Mfg. Co., Harrisburg, Pa.
Logan, H. J., Toronto.
Printers' Machinery Co., Ltd., Toronto, Ont.
Machine Builders Ltd., Montreal.
Morrison Co., J. L., Toronto.
Nelson, Inc., C.R., & W. A., Chicago.
Poor Richard Corpn., The, Chicago.
Stephenson, Blake & Co., Toronto.
Stewart, G. M., Montreal.

BINDERS—LOOSE LEAF

Brown Bros., Limited, The, Toronto.
Vawter-Luckett Co., Toronto.

BRONZING MACHINES

Printers' Machinery Co., Ltd., Toronto, Ont.
United Printing Machinery Co., Boston.

COMPOSING ROOM EQUIPMENT
(See also LEADS, SLUGS AND TYPE)

The following list covers Iron Furniture—
Challenge Machinery Co., The, Grand Haven, Mich.
DeCarle-Wareham Co., Toronto.
Hall Co., Inc., Thomas W., New York.
Hamilton Mfg. Co., Two Rivers, Wisconsin.
Manton Bros., Toronto.
Miller & Richard, Toronto, Ont.
Printers' Ideal Equipment Mfg. Co., Toronto.
Printers' Machinery Co., Ltd., Toronto, Ont.
Stephenson, Blake & Co., Toronto.

COUNTING MACHINES

Manton Bros., Toronto.
Miller & Richard, Toronto, Ont.
Printers' Machinery Co., Ltd., Toronto, Ont.
Stephenson, Blake & Co., Toronto.

CUTTING MACHINES—PAPER

Hall, A. W., & Co., Chicago.
Golding Mfg. Co., Franklin, Mass.
Manton Bros., Toronto.
Miller & Richard, Toronto, Ont.
Morrison Co., J. L., 445 King St. W., Toronto.
Printers' Machinery Co., Limited, Toronto.
Stephenson, Blake & Co., Toronto.

COLLECTION AGENCIES

Canadian Mercantile Agency, Ottawa.
Dominion of Canada Credit Service, Toronto.

DIE CUTTING

Levy & Co., Toronto, Ont.

EFFICIENCY EXPERT

Pepper, J. L., 102 Adelaide St. W., Toronto.

ELECTROTYPING AND STEREOTYPING

Rapid Electrotype Co., Ltd., Toronto.
Toronto Electrotype & Stereotype Co., Toronto.

FEATURES

Weekly Pages
Camera News; Fashion; Children's Feature.

3-A-Week
Radio; Hints for the Motorist; Handicraft in the Home.

Daily Features-Comic
Hanny's Cartoons; Us Kids; Smiles; Noozie; Jingles.

Other Dailies
Pertinent Portraits; Fashion Hints; Puzzles.

Special Series
72 Lessons in Baseball; 24 Lessons in Boxing; 48 Classified Promotion Ads; 84 Useful Bird Citizens.

Miscellaneous
Weekly House Plans; The Ad-Route—a monthly house organ for newspapers—By W. S. Ball

Proofs, prices and sample mats with pleasure on request.

The International Syndicate
22 years of Unfailing Feature Service
Baltimore, Maryland

For Sale

Belknap Addressing Equipment

Having installed the Pollard-Alling Equipment in our Subscription Department, we are offering the following for sale at attractive prices. This equipment is still in actual operation and is in good condition.

1 Envelope addressing machine
Model 1, Serial No. 606, Style D
1 Envelope addressing machine
Model 3, Serial No. 406, Style B
1 Monarch stencil cutting typewriter
Model 3, Serial 73377
1 Royal stencil cutting typewriter
Model 10
365 Tin boxes for holding stencils
1 Belknap mailing machine, including paper cutting attachment, chains, gears and small accessories.

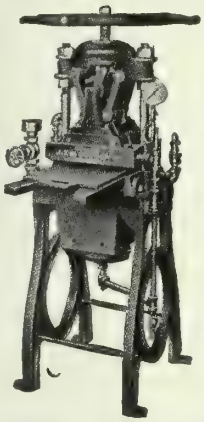
MacLean Publishing Company, Limited
143 University Avenue, Toronto

The CHRISTMAS SEASON

will soon be here. Send "The Canadian Printer and Publisher" to your printer friends as a Christmas Gift—$3.00 per year.

Buyers' Guide

PRINTERS!



Make your own rubber stamps with very little extra equipment.

Send For Catalog.

THE J.W.F. DORMAN CO.
BALTIMORE - MD.

Ticonderoga Pulp and Paper Co.
Machine Finish, Special Magazine and Antique Finish
BOOK, MAGAZINE, COATING, LITHOGRAPH and MUSIC
PAPERS
Mills at Ticonderoga, N. Y.
Sales Department
Rooms 800-816, 522 Fifth Ave. New York



BERRY ROUND HOLE CUTTER
Drills or "cuts" clean holes through any paper or pasteboard stock ten times as fast as a die punch.
Will drill from one to six holes in one operation
Built in Four Models
Berry Machine Co.
300 N. Third St. St. Louis, Mo.

STUDY

The advertising pages of "The Canadian Printer and Publisher." Manufacturers and dealers of the best lines in Printing, Binding and Box making equipment use this paper, because it *pays*—but it pays *YOU* most.

ELECTROTYPE AND STEREOTYPE BASES
Challenge Machinery Co., The, Grand Haven, Mich.
Miller & Richard, Toronto, Ont.
Printers' Machinery Co., Ltd., Toronto, Ont.

ELECTROTYPE METAL
Canada Metal Co., Limited, Toronto.

EMBOSSING EQUIPMENT
Golding Mfg. Co,. Franklin, Mass.
Stephenson, Blake, & Co., Toronto.
Manton Bros., Toronto.
Miller & Richard, Toronto, Ont.
Modern Die and Plate Press Mfg. Co., Belleville, Ill.
Printers' Machinery Co., Ltd., Toronto, Ont.

ENGRAVERS' EQUIPMENT
Engravers' Machinery Co., of Can., Ltd., Mont.

ENGRAVERS
Legge Bros., Toronto, Ont.

ENVELOPE MANUFACTURERS
Dawson, Ltd., W. V., Montreal and Toronto.
Toronto Envelope Co., Toronto.

ESTIMATING AND COST SYSTEMS
Porte Publishing Co., Salt Lake, Utah, U.S.A., and 32 Temperance St., Toronto.

FEATURES AND READY PRINT SERVICE
International Syndicate, Baltimore, Md.

FURNACES
The Monarch Eng. and Mfg. Co., Baltimore, Md.

FIRE EXTINGUISHER
Bennett & Wright Co., Toronto.

GUMS, PADDING AND PASTES
Beveridge Supply Co., Ltd., Montreal, Que.
Wilson Munroe Co., Toronto.

INK (PRINTING) MANUFACTURERS
(*Including Bronzing Powders.)
Ault & Wiborg Co., Toronto, Ont.
Charles Bush, Limited, Toronto.
Canada Printing Ink Co., Toronto.
Columbia Printing Ink & Roller Co., Vancouver, B.C.
Dominion Printing Ink Co., Ltd., Toronto.
Huber Ink Co., Toronto.
Manton Bros., Toronto, Ont.
Shackell, Edwards & Co., Ltd., Toronto.
Sinclair, Valentine & Hoops, Ltd., Toronto, Ont.

LABEL PRINTING
Levy & Co., Toronto, Ont.

LEADS, SLUGS AND TYPE
DeCarle-Wareham Co., Toronto.
Manton Bros., Toronto.
Miller & Richard, Toronto, Ont.
Printers' Machinery Co., Ltd., Toronto, Ont.
Stephenson, Blake & Co., Toronto.

LITHOGRAPHERS
Goes Lithographing Co., Chicago, Ill.

MAILING MACHINES
Miller & Richard, Toronto, Ont.
Chauncey Wing's Sons, Greenfield, Mass.
Pollard-Alling Mfg., Co., The, New York.
Printers' Machinery Co., Ltd., Toronto, Ont.
Rev. Robert Dick Estate Buffalo, N. Y.

MAILING GALLEYS
Challenge Machinery Co., The, Grand Haven, Mich.
Manton Bros., Toronto.
Miller & Richard, Toronto, Ont.
Printers' Machinery Co., Ltd., Toronto, Ont.

MELTING POTS, ELECTRIC
Cline Electric Co., Chicago, Ill.
Printers' Machinery Co., Ltd., Toronto, Ont.

METAL
(For all kinds of Typesetting Machines and for stereotyping purposes.)
Canada Metal Co., Limited, Toronto.

METAL FURNITURE
Challenge Machinery Co., The, Grand Haven, Mich.
DeCarle Wareham Co., Toronto.
Manton Bros., Toronto.
Miller & Richard, Toronto, Ont.
Mono-Lino Typesetting Co., Toronto
Printers' Machinery Co., Ltd., Toronto, Ont.

MOTORS AND TRANSMISSION
Cline Electric Co., Chicago, Ill.
Hall Co., Inc., Thomas St., New York City.
Kimble Electric Co., Chicago.
Leslie Electric Co., Toronto.
Manton Bros., Toronto, Ont.
Printers' Machinery Co., Limited, Toronto

PAPER MANUFACTURERS AND DEALERS
Beveridge Supply Co., Ltd., Montreal, Que.
Brown Bros., Limited, The, Toronto.
Buntin, Gillies & Co., Ltd., Hamilton, Ont.
Butler & Jones, Toronto, Ont.
Canada Paper Co., Toronto.

DOMINION *of* CANADA CREDIT SERVICE
will turn you in
MORE MONEY
from your past due subscriptions than you can possibly obtain in any other way. Write today.
Box 156 - Toronto

NOW is the time to Buy—don't wait. Consult these advertising pages. Our advertisers will *save* you money—Buy *Now*.

Look Over Your Plant

Compare your equipment with the advertised lines in "The Canadian Printer & Publisher."

Have YOU the best in plant equipment?

Buyers' Guide

Mail Orders a Specialty

J. A. BAKER

Confidential Secretary to Men of Means

By Appointment

Toronto Bank Bldg., 205 Yonge St.

Phone Main 763

Expert Penman and Instructor

Established 30 years in Toronto

At Your Service For

SOCIETY STATIONERY

Announcements, Invitations, Professional and Visiting Cards, Addresses, Resolutions, etc.

Fast Service and Expert Workmanship on

Printing Press Repair Work

When things go wrong call

JAMES BAIN & SON

ENGINEERS AND MACHINISTS

99 Mary St., Hamilton, Ont.

Rates for Classified Advertisements

Rates (payable in advance.): Two cents per word. Count five words when box number is required. Each figure counts as one word. Minimum order $1.00. Display rates on application.

They Want The Best In Printing

Investment and financial houses, insurance companies, large business institutions demand the best in printing service.

Such accounts are steady and profitable for the printer.

Through THE FINANCIAL POST you can reach the men who buy printing for these important institutions as well as the men higher up who have the final say in buying policies.

THE FINANCIAL POST reaches
—Every Canadian investment house.
—Head office officials in every Canadian bank.
—2,200 bank managers.
—Insurance, trust and loan company officials, etc. and
—over 4,000 executives of leading industrial and commercial institutions.

Ask us to tell you how to reach the buyers of good printing

THE FINANCIAL POST
143 University Ave., Toronto

Dawson Ltd., W. V., Montreal.
Don Valley Paper Co., Toronto, Ont.
Esleeck Mfg. Co, Turner's Falls, Mass
Halls Paper Co., Ltd., Fred W., Toronto, Ont.
McFarlane, Son & Hodgson, Montreal, Que.
Niagara Paper Mills, Lockport, N.Y.
Ritchie & Ramsay, Ltd., Toronto, Ont.
Rolland Paper Co., Ltd., Montreal, Que.
Scott Ltd., J. & J., New York City.
Thomas & Green, Ltd., Woodburn, Green, Bucks.
Ticonderoga Pulp & Paper Co., New York.
United Paper Mills, Litd., Toronto.
Whyte Paper Co., Ltd., Toronto.
Wilson-Monroe Co., Toronto.

PAPER, TYMPAN

Cromwell Paper Co. The Chicago, U.S.A.
Don Valley Paper Co., Ltd., The, Toronto.
Wilson-Monroe, Co., Toronto.

PAPER RULING EQUIPMENT

Hiesok Mfg. Co., Harrisburg, Pa.
Stephenson, Blake & Co., Toronto, Ont.
Printers' Machinery Co., Ltd., Toronto, Ont.

PAPER, MAILING AND MATRIX

Beveridge Supply Co., Ltd., Montreal, Que.

PENMANSHIP

J. A. Baker, Toronto.

PRESSES, ROTARY

Duplex Printing Press Co., The, Battle Creek, Michigan.
Goss Printing Press Co., Chicago, Ill.
Hoe & Co., 504-520 Grand St., New York.

PRINTING PRICE LISTS

Porte Publishing Co., Toronto.

PRESSES AND OTHER EQUIPMENT

(Includes Cylinder and Job Presses, Gauges, etc. See Embossing, Etc.)

Anderson, C. F., & Co., Chicago.
Babcock Printing Press Co., New London, Conn.
Challenge Machinery Co., The, Grand Haven, Michigan.
Golding Mfg. C., Franklin, Mass.
Goss Printing Press Co., Chicago.
Hoe & Co., R., New York.
Hall Co, Inc., Thos. W., New York.
Little Wonder Electric Heater Co., Cleveland, O.
Linotype & Machinery, Ltd., London, Eng., and 68 Temperance St., Toronto.
Manton Bros., Toronto, Ont.
Megill, Ed., 60 Duane St., New York City.
Miehle Printing Press & Mfg. Co., Chicago
Modern Die and Plate Press Mfg. Co., Belleville, Ill.
Morrison Co., J. L., Toronto, One.
Premier & Potter Ptg. Press Co., Inc. New York
Printer's Machinery Co., Ltd., Toronto.
Scott, Walter, & Co., New York.
Stephenson, Blake & Co., Toronto.
United Printing Machinery Co., Boston.
Machine Builders Ltd., Montreal.
New Era Mfg. Co., Patterson, N. J.

PULLEYS

Horton Mfg. Co., Minneapolis, Minn.
Manton Bros., Toronto.

"REDUCOL"

Manton Bros. Toronto

ROLLERS

Ault & Wiborg Co., of Can., Ltd., The, Toronto.
Canada Printing Ink Co., Ltd., Toronto.
Columbia Ptg. Ink & Roller Co., Vancouver, B.C.
Manton Bros., Toronto, Ont.
Sinclair Valentine & Hoops, Toronto.

RUBBER STAMP EQUIPMENT

Dorman, The J.W.F., Co., Baltimore, Md.

TINNING, ETC.

Cooper Calendar Metal Co., Toronto.

TYPE-HIGH MACHINES

Challenge Machinery Co., The, Grand Haven.
Printers' Machinery Co., Ltd., Toronto, Ont.

TYPE, LEADS AND SLUGS

(Includes Type of all kinds Wood, Brass or Lead.)

D'Carle-Wareham Co., Toronto.
Manton Bros., Toronto.
Miller & Richard, Toronto.
Printers' Machinery Co., Ltd., Toronto, Ont.
Stephenson, Blake & Co., Toronto.

TYPESETTING

Mono-Lino Typesetting Co., Ltd., Toronto.
Trade Compositon Co., Toronto.

TYPESETTING MACHINES AND PARTS

Canadian Linotype Ltd., Toronto.
Intertype Corpn., Brooklyn, N.Y.
Lanston Monotype Machine Co., Toronto.
Linograph Co., Davenport, Iowa.
Stevenson, Ashton G., Inc., Chicagoi, Ill.

PROSPERITY

THOUSANDS of printers attribute their prosperity to the many creative and selling ideas found in the Franklin Printers Service

Competition is being elevated to a basis of fair play—securing more business at a reasonable profit

To be a Franklin Printer is a mark of distinction

Write for special 60-day guarantee offer and investigate this service for yourself

The Porte Publishing Co.
32 Temperance St., Toronto

ELECTROTYPING and Stereotyping at any one of our three plants. All orders filled promptly. Service and quality on every order.

RAPID ELECTROTYPE CO., LIMITED

Montreal Toronto London Windsor

Send your Die-Cutting to

Levy & Company

122 Richmond St. W., Toronto

Telephone Adelaide 2439

Printed jobs and labels of every conceivable shape carefully died out

Our Specialty: Printing Gummed Labels in one or more colors, any shape or style, for the printing trade

MAIL ORDERS PROMPTLY ATTENDED TO

METAL EDGING
(TINNING)

FOR YOUR CALENDARS, ADVERTISING HANGERS, DISPLAY CARDS, ETC., ARE PROMPTLY AND CAREFULLY HANDLED BY

THE COOPER CALENDAR METAL COMPANY

12-16 PEARL STREET - TORONTO, ONTARIO

PHONE ADELAIDE 5547

THE ONLY SPECIALTY OF ITS KIND IN CANADA

WE ARE COMPLETELY EQUIPPED FOR, AND SPECIALIZE IN METAL EDGING AND METAL SLIDES, AND SOLICIT YOUR PATRONAGE. . . TRY US ONCE—YOU'LL CONTINUE TO.

Padding Composition *Flexible Glues*

The
Columbia Printing Ink & Roller Co.
Manufacturing
Fine Printing Inks
and
"Hercules" Printers' Rollers
ALL SIZES FOR ALL CLIMATES

Show Card Inks—Artists' Drawing Inks—Marking and Stencil Inks (soluble in oil or water)—Rubber Stamp Inks—Laundry Inks—Steel Die Inks—Artists' Oil Colors —Label Paste for Tin or Glass.

1063 Hamilton St., Vancouver, B.C.

Beveridge Supply Co. Limited
628 - 630 St. Paul St. West, Montreal

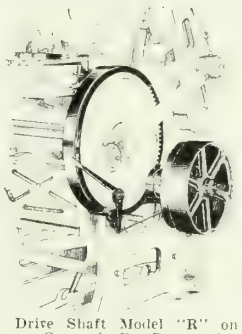
Papers of All Kinds for all Purposes

BRISTOLS---WHITE AND COLORED
COMMERCIAL AND COATED BLANKS
BINDER, WOOD AND CHIP BOARDS
GUMMED PAPERS
GUMMED TAPES in all usual widths,
TISSUES, white and colored

PASTE POWDERS : GLUES : PADDING GUMS

Samples and Prices on application

HORTON VARIABLE SPEED DRIVES *SAVE*



Drive Shaft Model "R" on a C and P Press with Horton Upper Gear Guard

TIME
POWER
MOTORS
MACHINES

EASY TO INSTALL
SIMPLE TO OPERATE
INEXPENSIVE TO MAINTAIN

Other Models
In countershaft type or for direct connection to motors.

Write for Descriptive Price List.

Horton Manufacturing Company
Cable Address "HORTOKUM"
Minneapolis, Minn.

IN USE THROUGHOUT THE WORLD

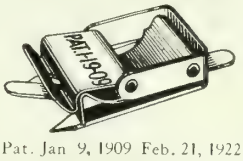
The Sylvester Safety Device

for all makes of Job Presses makes it absolutely impossible for the feeder to get his hand caught, because the arm of the press controls the movement of the safety guide. Simple, yet cannot fail to be effective.

Let us send you particulars.

W. H. SYLVESTER & SON
3627 N. Smedley St. Phila., Pa.

STRAIT'S PATENT LEVER FEED GUIDE



Pat. Jan 9, 1909 Feb. 21, 1922

Particularly efficient where space will not permit the use of quads or any other guide or pin.

Original Style—Without Tongue.
Improved Style—With Tongue.

Sold by Dealers Everywhere

H. H. STRAIT
Overland, Mo., U. S. A

The **Speedaumatic** *Company*
MANUFACTURING
THE MULTI-MAILER SYSTEM
817-825 WASHINGTON BLVD
PHONE HAYMARKET 7856
CHICAGO

EVERY Circulation Manager with a daily mail list of over 1,500 should send for our new booklet, "SUGGESTIONS FOR HANDLING THE SMALL MAIL LIST." Crammed with ideas — suggestions — methods that all can use. Shows how 90 per cent. of subscriber complaints can be prevented. Send for YOUR copy.

There is only one ENGRAVING
That produced by the artist on Steel and Copper and EMBOSSED ON OUR PRESSES.

Modern Die and Plate Press Mfg. Co. Belleville, Ill.

Everything for the Engraving Department

McFarlane, Son & Hodgson, Limited

Wholesale Paper Dealers and Stationers

14 ST. ALEXANDER STREET : MONTREAL

JOB PRESSES RUN PROFITABLY WITH MEGILL'S GAUGES

VISE GRIP



Megill's Double Grip Gauge
By the set of 3 with key and extra tongues.

QUICK ON



Megill's Spring Tongue Gauge Pin.
By the dozen or set of 3.

Accurate automatic register is obtained with Megill's Automatic Register Gauge. Saves its costs quickly in doing color or other fine register work on the job press. Free booklet.

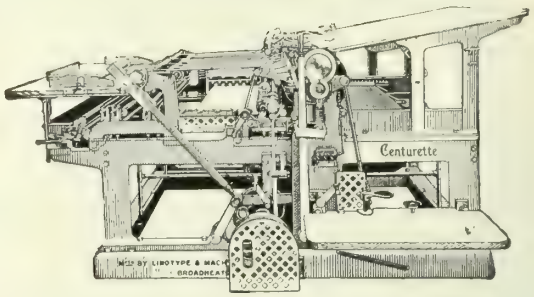
Get them from your Type Founder or E. L. Megill, Pat. and Mfr., 763 Atlantic Ave., Brooklyn, New York

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Two-Revolution Letterpress Machine

THE CENTURETTE IS PROFITABLY EMPLOYED FOR SHORT RUNS AS WELL AS LONG RUNS, and has proved its efficiency under widely varying working conditions, producing the best general commercial work at speeds up to 3,000 impressions per hour.

IT OCCUPIES NO MORE FLOOR SPACE THAN A SLOW-RUNNING MACHINE, and costs less to run because its upkeep charges are practically nil. Send for booklet.



BUILT for SPEED

In Make-Ready and Output

LINOTYPE & MACHINERY LIMITED

c/o Canadian Linotype Limited

119 Adelaide Street West : : Toronto, Canada

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Ticonderoga Pulp & Paper Co. 63
Toronto Envelope Co. 43

U

United Paper Mills .....
United Printing Machinery Co. 61

W

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Under the most adverse conditions these machines give uninterrupted service because they were built without compromise. Every part of the Linotype is there because the machine is better for it and every part fits into the big scheme of simple operation.

The illustration shows an operator changing the lower magazine of a Model 8 Linotype, from the front, of course, because that is quicker and more convenient for the operator.

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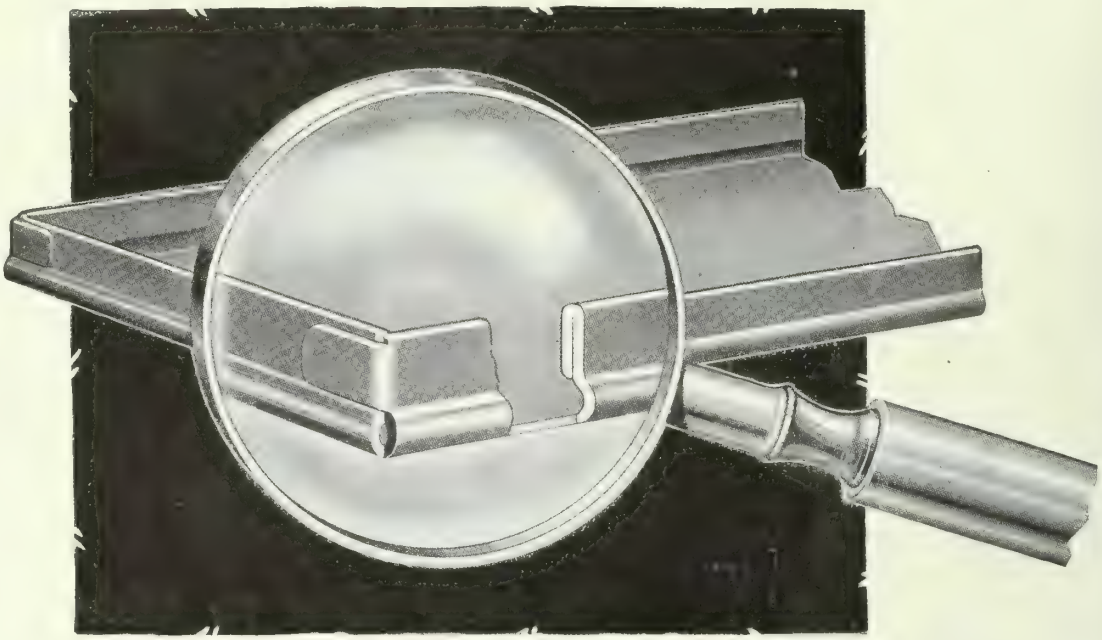
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The New Hamilton Galley

(PATENT APPLIED FOR)



NEW? *Yes;* radically different from anything heretofore produced; the latest word in galley construction.

The illustration presents a full-size corner detail, showing the double walls with rounded edges—features that insure unusual accuracy, strength and rigidity.

No expense has been spared to produce a galley commercially accurate and as nearly perfect as a discriminating trade requires. Made in one piece; electric welded corners; material specially prepared, perfectly smooth, of uniform quality and the best obtainable for the purpose. Elaborate dies in mammoth presses form the head and sides in double walls that provide practically double the strength of any other galley design, with top edges always round and smooth and galleys uniformly square, thereby insuring a finished product which may be used equally satisfactorily for storage or make-up—a real ALL-PURPOSE GALLEY—a BETTER Galley at no increase in price.

The Hamilton goods are designed and built by craftsmen with a technical knowledge acquired by almost fifty years' continuous application to this line.

Manufactured by

The Hamilton Manufacturing Company

TWO RIVERS, WISCONSIN

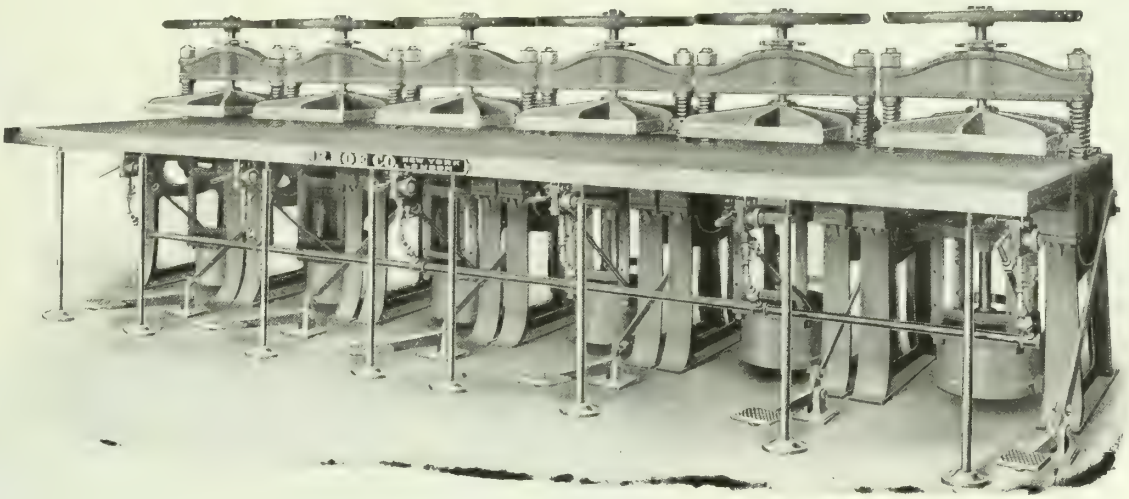
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Hamilton Goods are For Sale by All Prominent Type Founders and Dealers Everywhere

Where Seconds Count

THE HOE PNEUMATIC STEAM TABLE IS SUPREME!

OVER 750 IN SUCCESSFUL OPERATION



A Battery of Six Hoe Pneumatic Matrix-Drying Presses

Hoe Steam Tables make *Better Mats* in *Less Time* Than Any Others.

The tremendous number of these machines in operation all over the world is convincing proof of their superiority. Excellence of design and solidity of construction enable Hoe Drying Presses to produce mats quicker and better than those of any other make, while fewer parts insure freedom from adjustments and repairs. An invaluable arrangement is the combination of the hand wheel with the pneumatic device which provides for emergency operation, if necessary for any reason—a patented feature that cannot be duplicated without infringement.

R. HOE & CO.

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109-112 Borough Road, London, S.E. 1, Eng.

7 Water Street, Boston, Mass.



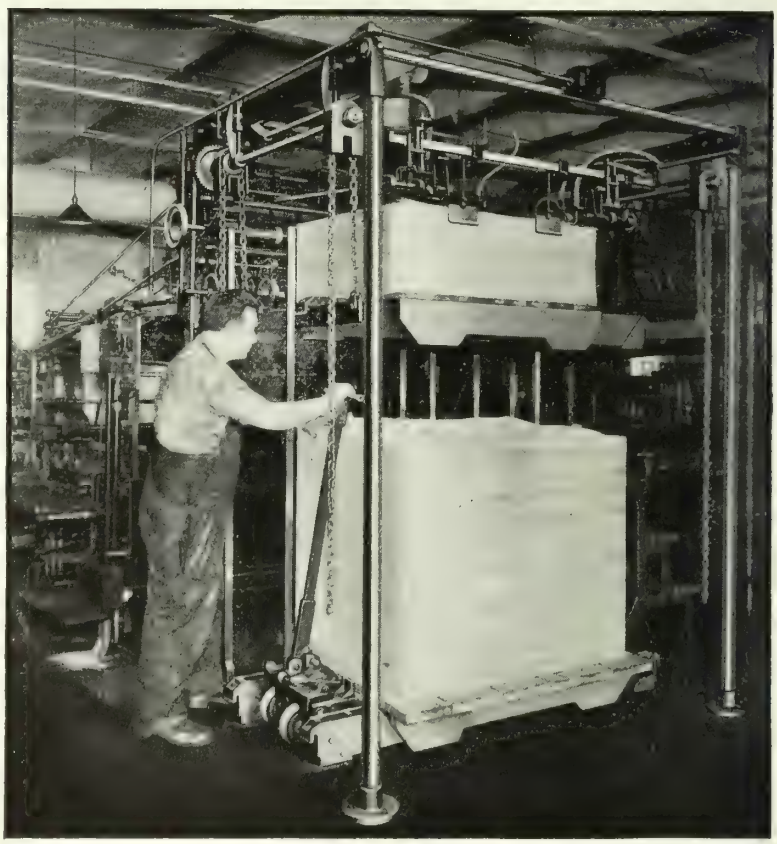
Eliminate 3 to 5 Stops Per Hour

LARGE sheets and heavy stock can be handled in only small lifts on your hand fed cylinder. Three to five press stops an hour for reloading hand feed board cuts 1½ to 2 hours a day off the running time of the press.

The Truck loading feature of the Dexter Suction Pile Feeder solves the stock handling problem and enables you to get the product of a 10-hour day in 8 hours out of your pressroom. Reduction of stock waste comes as a natural result.

"The Suction Pile Feeders are a revelation. Spoilage is nil. We're saving money. I figure that the economy of the Suction Pile Feeders will pay cost of installation in a short time. Our operators are happy and we are completely satisfied."

W. F. PRIOR COMPANY, INC.
HAGERSTOWN, MD.



The Dexter Truck Loading Suction Pile Feeder

Is designed for all sizes of two-revolution presses, offset and lithographic presses, and cutting and creasing presses. It feeds to accurate register the widest variety of stock from French Folio to heavy card-board as fast as the press can deliver.

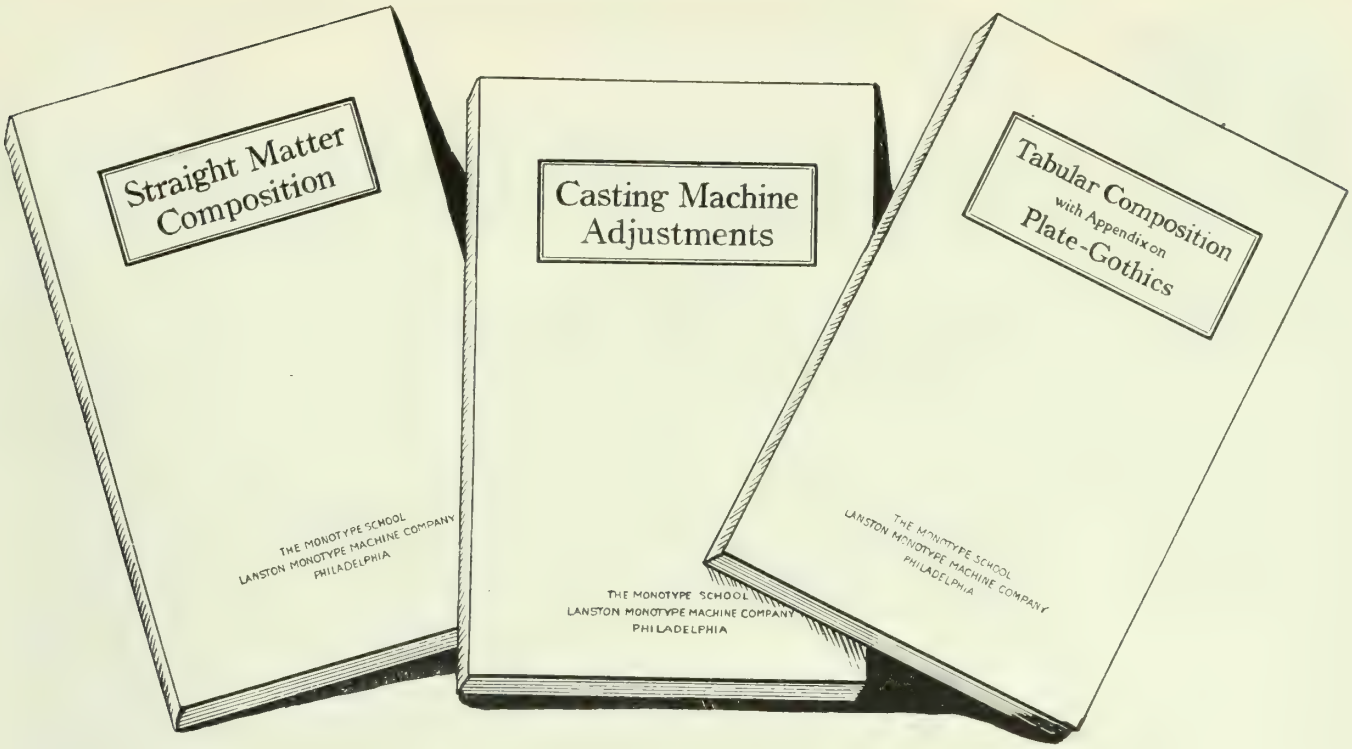
There are more Cross and Dexter Feeders in use throughout the world than all other makes combined

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The Man Should Be Worthy of His Machine

The Monotype Company is as anxious to see better operators and better owners as it is to build better machines. To this end it has published the above text books, at $1.00 each. Other books in preparation.

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Monotype schools are maintained at Philadelphia, New York, Chicago, Indianapolis, Pittsburgh, Nashville, New Orleans, Boston and Toronto, offering complete instruction on the Casting Machine, Keyboard and Non-Distribution System. Write to Philadelphia Office for information.

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THE BARRETT ADDING, LISTING AND CALCULATING MACHINE IS MERIT-PROVED AND MONOTYPE-MADE. PORTABLE, NOISELESS—PROVES THE WORK, PRINTS THE PROOF.

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The Fall and Winter book trade is beginning to hit its stride and HOLLISTON CLOTHS offer a range of colors and patterns suitable for every class of binding.

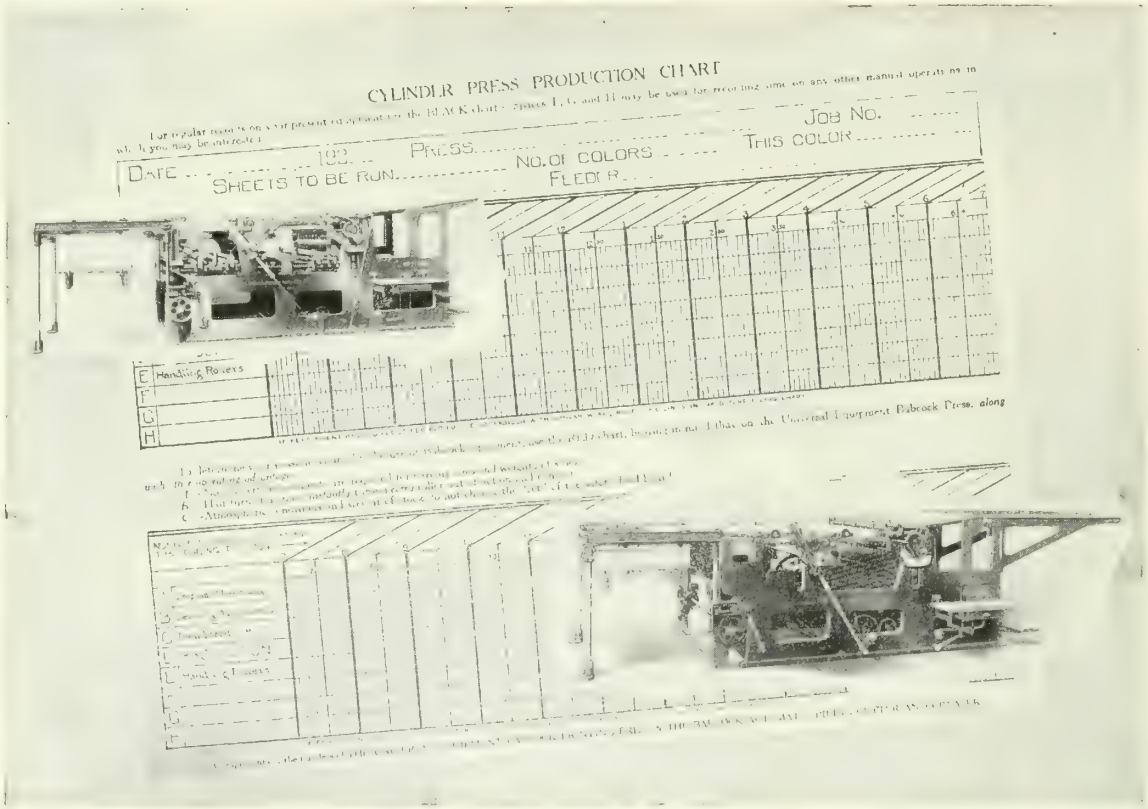
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The Standard of them all. Excellent quality; low price; pleasing colors; attractive patterns.

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For catalogue bindings these are unexcelled. Strong and durable they are bound to wear.

Our Bookcloth Service is Your Service—Try it.
Sample Books Furnished.

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TORONTO, ONTARIO



THE UNIVERSALLY EQUIPPED

BABCOCK PRESS

Will Stand the Test of the Industrial Engineer's Cylinder Press Production Chart

The chart is shown above and for the purpose of comparison on your present equipment, we will be glad to furnish you with some of these blank charts. It will demonstrate that modern methods pay.

JUST FORTY YEARS AGO the purchaser of the first BABCOCK demonstrated that it was undoubtedly the most economically operated press of its time. That press is still in operation.

JUST FORTY YEARS LATER the Superintendent of one of the largest pressrooms in the East, using all makes of presses, said of the new UNIVERSAL EQUIPMENT BABCOCK, "Its good points need only publicity and demonstration to make it the best selling two-revolution press on the market."

How do you meet competition? With a sharpened pencil, or with modern Production Methods?

The Babcock Printing Press Manufacturing Co.

Main Office and Factory—New London, Connecticut
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MILLER & RICHARD

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TORONTO **WINNIPEG**

Bantam Manifold

A Light-Weight Writing Paper

IT IS easy to make thin paper. But manifold paper should be a writing paper, as well as being thin.

Bantam Manifold is a writing-paper-mill product; and most manifold papers made in writing mills are high priced. This is not the case with Bantam Manifold. Although it is a genuine manifold paper made in a writing-paper mill, on a Fourdrinier machine especially developed to make light-weight writings, it is priced almost in line with book-mill manifolds.

This unique position is bringing Bantam Manifold rapidly to the attention of careful paper merchants and careful users of manifold papers

Bantam Manifold is tub-sized. In packing each ream is board protected to insure safety in handling.

Send for the sample book of Bantam Manifold so that you can make your own comparisons and come to your own conclusions.

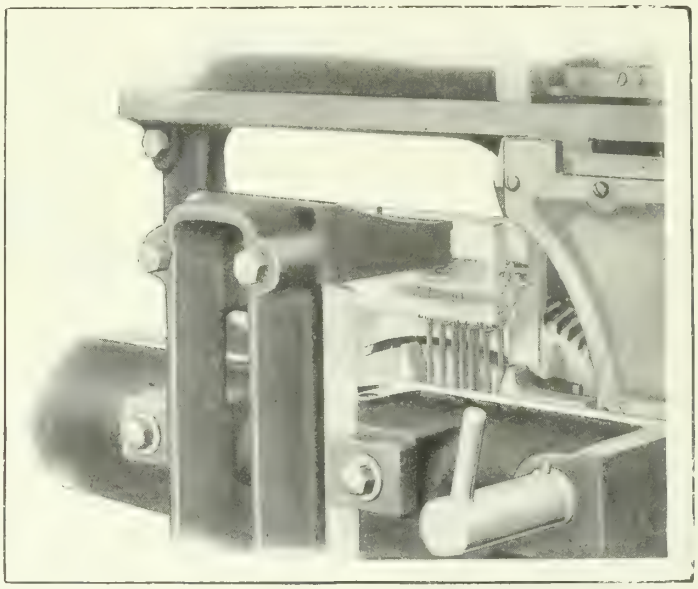
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WHY LINOGRAPH SIMPLICITY MEANS EFFICIENCY



The Rigid Elevator Jaws Showing Individual Rails

RIGID ELEVATOR JAWS

The elevator jaws are but a small part of a typesetting machine, *but the quality of the machine's product depends on their stability.* When LINOGRAPH elevator jaws were designed, perfection in simplicity and rigidness was the goal. In the endeavor to attain exceptional results in alignment, both on Roman and Bold Faces or Italic levels, the following results were achieved:

1. **The matrix always rests on three points in the jaws.**
2. **Individual, solid rails for both levels—the transfer being made directly from the casting level.**
3. **Matrices are supported in the jaw by lower side of upper ears and upper side of lower ears.**
4. **No movable parts to wear or slip.**

The result is the accurate alignment on both levels so essential to good printing is obtained; the transfer from elevator jaws is positive; recasting is simple; and matrices that have been in use several years can be used with new ones and the accurate alignment still maintained.

The elevator jaw is just another of the LINOGRAPH'S simplifications. Figure out how much this would save you and profit you—then investigate other such LINOGRAPH features.

Descriptive matter sent on request

THE LINOGRAPH COMPANY
DAVENPORT, IOWA

NOTE: THIS IS THE SECOND OF A SERIES OF ADVERTISEMENTS EXPLAINING HOW THE LINOGRAPH CAN BE THE SIMPLE EFFICIENT MACHINE THAT IT IS. OTHERS WILL FOLLOW

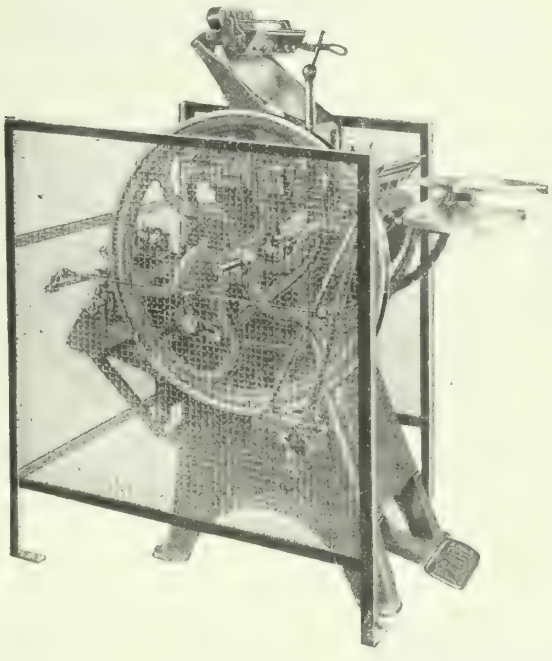
The Improved Pearl Press will Help You Make More Money on Short Runs of Small Forms

THE Improved Pearl Press has earned the reputation of producing a great variety of small forms not exceeding 7 x 11 inches in size, at a greater profit than they can be produced on the larger press.

The Improved Pearl Press is an ideal press for printing envelopes, labels, note heads, bill heads, order blanks, invoices, time cards, cost cards, shipping tags, laundry lists, menus, folders, inserts, announcements, programs, post cards, and all small forms.

The Improved Pearl Press has a maximum speed of 3,600 impressions per hour. It is easily operated on an average of 3,000 impressions per hour. It is easy to feed at the high speed and can be operated at the minimum cost of labor, power and maintenance.

The illustration shows the Improved Pearl Press No. 11---7 x 11 inches, complete with full length fountain, counter and attachments, throw-off, safety feed guard, motor attachments, direct current motor and variable speed controller, and safety guard for fly wheel and motor.



Only quality work is produced by the Improved Pearl Press. More than 17,000 Pearl Presses are in daily service in many parts of the world.

Make more money on the short runs of small forms. The Improved Pearl Press will help you accomplish that result.

Write for Quotations Today

Golding Manufacturing Company

Franklin, Mass. - U. S. A.

e also manufacture the Golding Art Jobber, Golding Jobber, Golding Auto Clamp and Hand Clamp Power Paper ters, Colding Hand Lever Paper Cutters, Pearl Paper Cutters, Boston and Official Card Cutters, Little Giant Lead and Rule Cutters, and the Golding Tablet Presses.

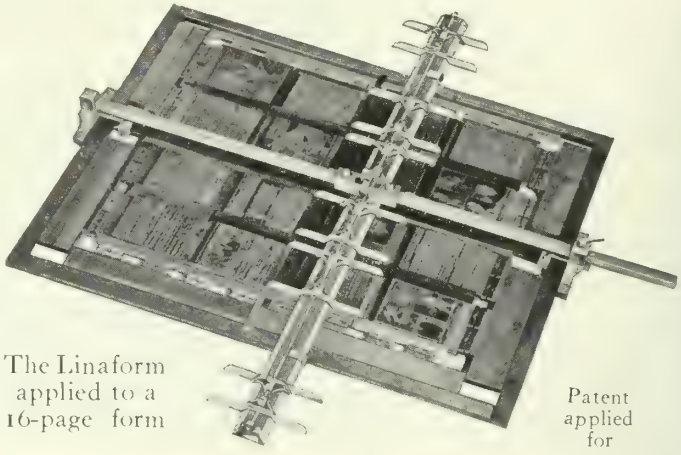
The LINAFORM

An Efficient Device for Lining-up and Squaring Cylinder Press Forms

VISITORS at our booth in the Graphic Arts Exposition at Boston were surprised at the accuracy, simplicity and rapidity of adjustment of the **Linaform** in lining-up and squaring cylinder press forms.

THE **Linaform** has entirely solved the problem of positioning perfectly the pages in ***any*** size cylinder press form. It can be attached instantly to either the short or long way of form.

Its sliding straight edge is an exclusive feature. This permits head and back margins to be lined up simultaneously.



The Linaform applied to a 16-page form

Patent applied for

Linaform TRADE MARK

The Linaform can be attached as easily to a plate form having its cross bars removed.

THE STANDARD LINAFORM COMPANY
51 PARKTON ROAD BOSTON, MASSACHUSETTS

We are Mailing You a Sample of

ONTARIO OFFSET

Note the texture and folding qualities of this paper, excellent for all kinds of offset work, but can be used for booklets, enclosures, folders, etc. An inexpensive paper that can be put to many uses. - COMPARE IT - TEAR IT.

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YOU will have occasion for regret if you have no

WINTER ROLLERS

PLACE YOUR ORDER WITH US NOW
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One Brand: "Quality Composition"

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The Don Valley Paper Co. Limited
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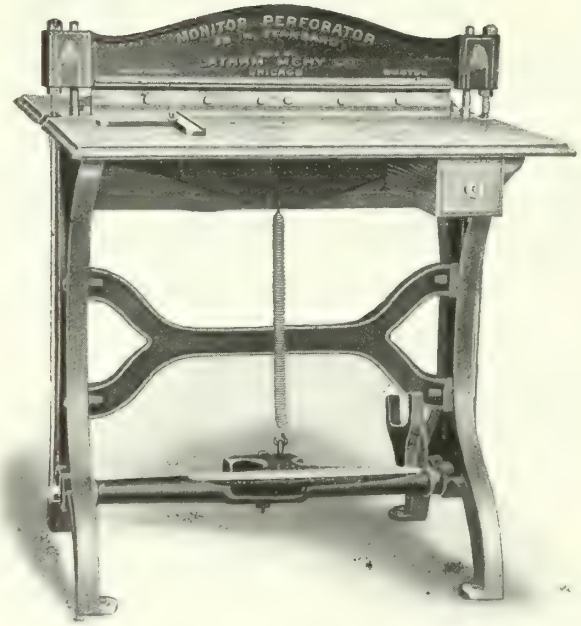
Maple Leaf Bristol	Thorncliffe Cover	Sulphite Envelope
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All the above in stock sizes, weights and colors.
Bristols and covers carried in stock in crash finish.
Specialties of all kinds made to specification.

Made in Canada by

The Don Valley Paper Co., Limited
TORONTO, CANADA

MONITOR
Quality Speed Service



The foot-power model is manufactured in the following sizes: 20″, 24″ and 28″. Power models in all sizes are also made.

EXCELLENCE IS NOT AN ACCIDENT

No element of uncertainty confronts the purchaser of a MONITOR Perforator. Performance, dependability—the service the machine will give throughout its long life—are all known qualities developed through a period of more than thirty years.

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LATHAM MACHINERY CO.

Builders of Wire Stitchers for Thirty Years

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Maximum Value at a Reasonable Price

The moderate first cost of the LEE PRESS, combined with low cost of operation, economical up-keep, built-in durability, long life, superior product and handsome appearance means low final cost—just think this over.

The worth of every LEE PRESS is further safeguarded by being backed by a reliable and favorably known company that has been manufacturing machinery and utilities of all kinds for printers for more than a quarter of a century—just think this over.

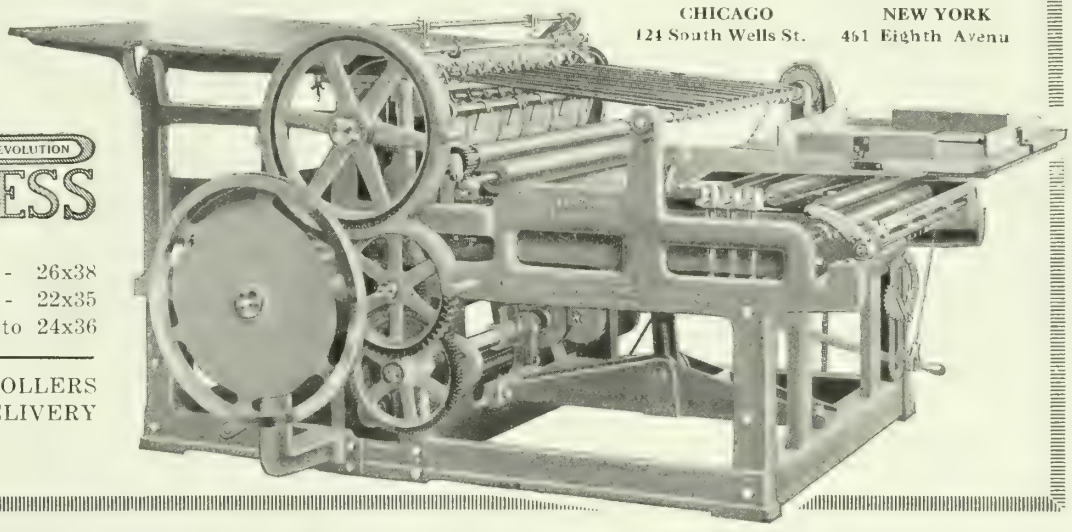
If you need an all-round pony cylinder press you cannot afford to overlook the many points of superiority of the LEE PRESS—a press that will earn you more money than any two-revolution pony press on the market. A continuous profit producer.

SEND TODAY FOR FULL PARTICULARS AND LEARN WHY "LEE PRESS USERS ARE LEE PRESS BOOSTERS."

THE CHALLENGE MACHINERY CO., Manufacturers. **GRAND HAVEN, MICH.**

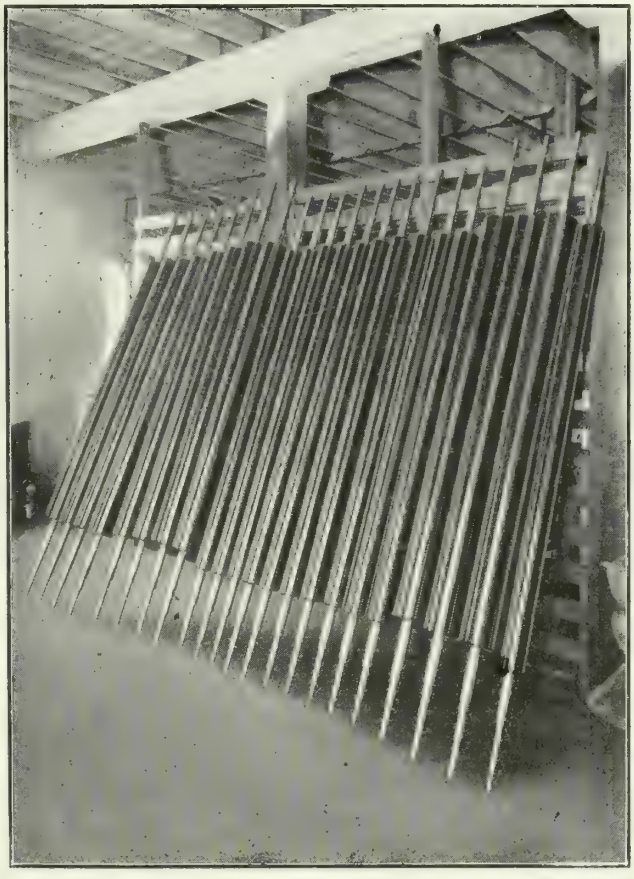
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LEE PRESS TWO REVOLUTION



Size of Bed - - 26x38
Size of Form - - 22x35
Takes Sheet up to 24x36

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FRONT FLY DELIVERY



WINTER ROLLERS

Send them in now and have them well-seasoned when the cold weather arrives. This means true printing economy.

We guarantee:
Quality - Service Satisfaction

CHARLES BUSH LIMITED

TORONTO CANADA

List of Second-Hand

Wire Stitching Machines

For Sale at Bargain Prices

Prices will be quoted on request. When writing, mention S.H. number of machine in which you are interested. These machines are all rebuilt and the equal of new. For quick sale the prices are low.

S. H. No. 833—ONE "Perfection" No. 2 Power Wire Stitcher with saddle and table (No. 101.)

S. H. No. 864—ONE "Perfection" "C" Stitcher with saddle and table.

S. H. No. 905—ONE "C" Wire Stitching Machine.

S. H. No. 936—ONE "Brehmer" No. 4—a ¾ inch Wire Stitcher for belt drive (No. 4437.)

S. H. No. 937—ONE "Brehmer" No. 4—a ¾ inch Wire Stitcher for belt drive (No. 5484.)

S. H. No. 938—ONE "Brehmer" No. 4—a ¾ inch Wire Stitcher for belt drive (No. 4269.)

S. H. No. 956—ONE "Perfection" No. 2 Stitcher, for belt drive, with saddle and table (No. 54.)

S. H. No. 984—ONE "Rosback" Style "D" Power Wire Stitcher, ½" capacity, (No. 700.)

S. H. No. 985—ONE Latham "Monitor" No. 1 Draw Feed Wire Stitcher, ⅞" capacity, belt drive (No. 3095.)

S. H. No. 999—ONE "Brehmer" Foot Corner Box Stitcher for flat wire.

S. H. No. 1015—ONE Book Thread Sewing Machine.

S. H. No. 1017—ONE "Perfection" "G" (Brehmer 41a) Wire Stitcher, ¾" capacity with table and trough, for belt drive.

S. H. No. 1033—ONE "Perfection" "B" Stitcher, ½" capacity, on stand for foot power.

S. H. No. 1037—ONE "Perfection" "C" "Brehmer" Power Wire Stitcher with saddle table and table gauges.

S. H. No. 1048—ONE "Perfection" No. 1 Foot Power Wire Stitcher with separate table and saddle.

S. H. No. 1049—ONE No. 2 Wire Stitching Machine (No. 43) (German make)

S. H. No. 1065—ONE "Perfection" No. 1 Wire Stitcher, with saddle and table, for foot and hand power (No. 35.)

S. H. No. 1066—ONE "Perfection" No. 4—20" Arm Box Wire Stitcher, No. 5043.

S. H. No. 1072—ONE "Brehmer" "G" Stitcher with saddle and table.

S. H. No. 1073—ONE Old "Brehmer" No. 7 ("Perfection" "A") Foot Power Wire Stitcher with broken table.

S. H. No. 1077—ONE "Perfection" No. 0 Wire Stapler, lever power for Bench No. 202.

S. H. No. 1079—ONE "Perfection" "A" Wire Stitcher, foot power, without treadle attachment.

S. H. No. 1086—ONE "Brehmer" "E" Wire Stitcher for belt drive, ½" capacity. Machine No. 65.

In Stock a Full Line of Bookbinders' Machinery

THE J. L. MORRISON CO., 445-447 King St. W., Toronto

Mr. Printer:

Is there any part of your printing press equipment which lowers production as much as Rollers? How much loss of time do you suffer from—

Constant re-setting of Rollers?
Running at reduced speed to save Rollers?
Rollers melting in hot weather?
Rollers being too hard to use on winter mornings?

Would it not mean more money in your pocket if you could eliminate these conditions?

Ideal Rollers are Guaranteed

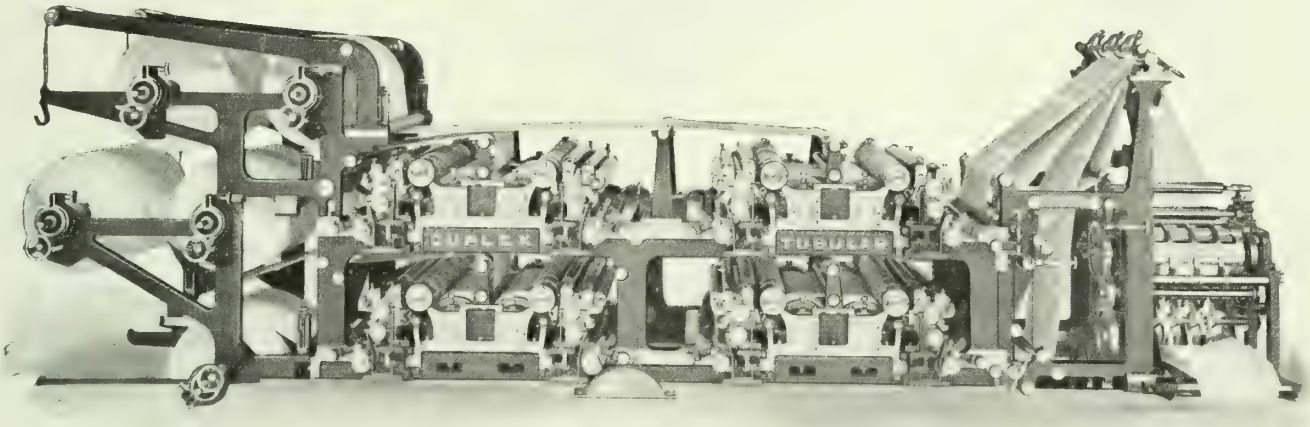
not to shrink, swell, harden or melt and to retain a good working consistency all the year round.

THE AULT & WIBORG COMPANY
OF CANADA LIMITED

TORONTO MONTREAL WINNIPEG VANCOUVER

The DUPLEX TUBULAR PLATE PRESS

(Presses range in size from 8 pages up to 164 pages)



1 — Prints any even number of pages.
2 — Only one set of stereotype plates to cast.
3 — All products at full speed.
(All other presses must go to half speed on many products.)
4 — Low down construction.

Compare these, point for point, with any semi-cylindrical plate press ever built.

We now have a Resident Canadian Factory Representative. We will gladly send him for a personal interview with any interested publisher. Write us.

Duplex Printing Press Company

Battle Creek, Mich.

B. M. Phelps,
Direct Canadian Representative

Eastern Office,
World Building, New York City



Can You Run 350,000

—With No Oiling Stops? —With No Replacements?
—With No Offsets? —With No Tympan Trouble?

CROMWELL
TYMPAN PAPERS

For Long Runs Without Interruptions—and if Good for the Long Run, they are so much better for the Short Run.

You had thought right along that it didn't make much difference **what** kind of Tympan Paper you used, but when the press foreman showed you the results of some close figuring he had been doing, you received a considerable shock.

"With ordinary cheap paper," he said, "we have to stop every so often to rub off. We lose time, waste oil, waste rags. Then after a run of a few thousand, trouble arises and we have to stop and remedy the packing. All this is losing time and costing the firm money."

CROMWELL Special Prepared TYMPAN PAPERS eliminate all these interruptions. Draw sheets are always tight—no swelling, and they need never be oiled. Ideal for book work and the highest grade of printing. Every roll is fully guaranteed. If any part is defective we will replace roll or refund money.

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The Federal Paper Company,
Montreal, Que.

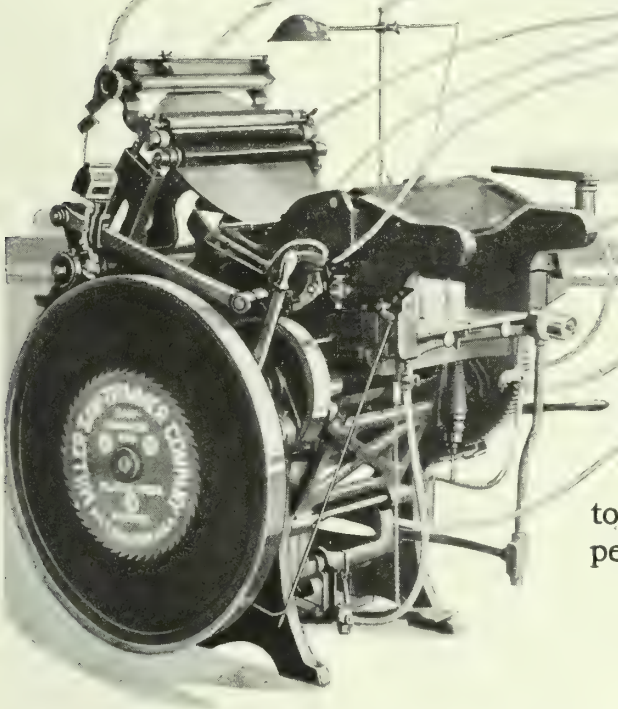


Right on the Dot

TIME IS MONEY

MILLER AUTOMATIC FEEDERS INSURE DELIVERIES AS PROMISED



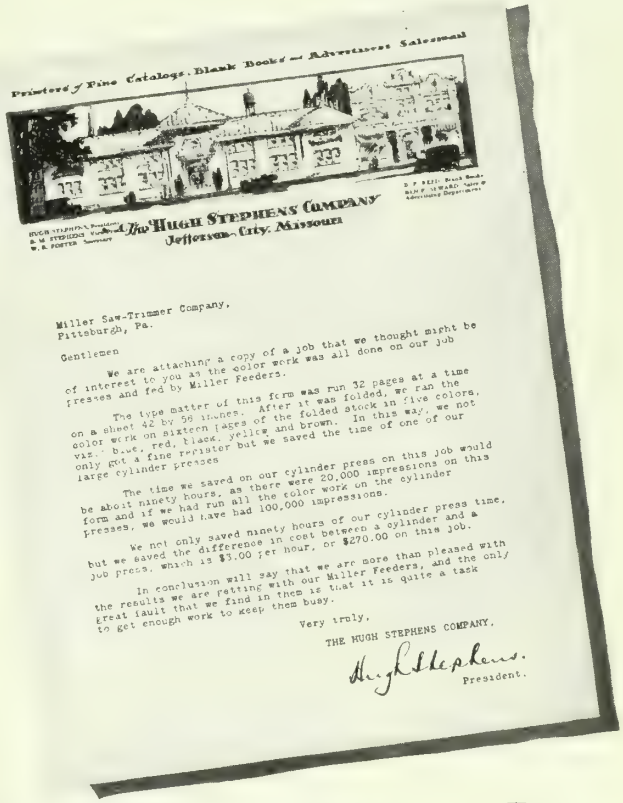


MILLER AUTOMATIC FEEDERS make it easy for you to work up to your schedule and make deliveries as promised, without sacrificing the quality of your printed product. This kind of service to your customers is your strongest bid for repeat orders and a constantly increasing business.

HANDICAPPED by hand feeding, it is physically impossible for you to even approach the high production and quality standards established by the tireless energy and mechanical accuracy of MILLER FEEDERS. It is also impossible to profitably compete with your MILLER-EQUIPPED neighbor, who by eliminating the costly human element of hand feeding, materially reduces his labor cost.

The letter here reproduced, from The Hugh Stephens Company, Jefferson City, Missouri, is typical of how more and more of the live, progressive printers are coming to realize the advantages of MILLER FEEDERS, not only on the regular run of platen press printing, but also on what has heretofore been classed as *Cylinder Press Work*.

Drop us a line to-day on your letter head, requesting our New Miller Feeder Catalog together with particulars regarding our liberal selling terms.



Printers of Fine Catalogs, Blank Books — Advertisers' Salesmen

The HUGH STEPHENS COMPANY
Jefferson City, Missouri

Miller Saw-Trimmer Company,
Pittsburgh, Pa.

Gentlemen

We are attaching a copy of a job that we thought might be of interest to you as the color work was all done on our job presses and fed by Miller Feeders.

The type matter of this form was run 32 pages at a time on a sheet 42 by 56 inches. After it was folded, we ran the color work on sixteen pages of the folded stock in five colors, viz.: blue, red, black, yellow and brown. In this way, we not only got a fine register but we saved the time of one of our large cylinder presses

The time we saved on our cylinder press on this job would be about ninety hours, as there were 20,000 impressions on this form and if we had run all the color work on the cylinder presses, we would have had 100,000 impressions.

We not only saved ninety hours of our cylinder press time, but we saved the difference in cost between a cylinder and a job press, which is $3.00 per hour, or $270.00 on this job.

In conclusion will say that we are more than pleased with the results we are getting with our Miller Feeders, and the only great fault that we find in them is that it is quite a task to get enough work to keep them busy.

Very truly,

THE HUGH STEPHENS COMPANY.

Hugh Stephens.
President.

MILLER SAW-TRIMMER CO.

PITTSBURGH, U. S. A.

BRANCHES

ATLANTA BOSTON CHICAGO DALLAS NEW YORK PHILADELPHIA SAN FRANCISCO

MILLER & RICHARD, Selling Agents in Canada excepting in British Columbia

MILLER & RICHARD

Type Founders

MACHINERY AND SUPPLIES

FOR PRINTERS, LITHOGRAPHERS
BOOKBINDERS, BOXMAKERS

7 Jordan Street,
TORONTO,

TO THE TRADE:-

Have you kept pace with Hydro-Electric Development in your printing methods or are you still, so-to-say, firing up the old steam boiler?

In choosing Babcock Universal Equipment Printing Presses, Babcock Automatic Piling Cutters and Creasers, Miller Automatic Feeders and Saw Trimmers, and Hartford Art Platen Presses to serve our Canadian trade, our sole consideration is efficiency in production coupled with minimum operating expense.

The experience of many users and our own close observation confirm the wisdom of exercising this manufacturing sense.

We study to be not only abreast of the times, but rather in advance of them. Our expert knowledge of improved manufacturing methods is at your disposal.

Yours truly,

J. H. L. Patterson

Manager

Let Excellence Govern Your Selection

Foundry: Edinburgh. London Warehouse: Water Lane, Ludgate Hill, E. C. Winnipeg Warehouse: 123 Princess St.

THE CANADIAN
PRINTER & PUBLISHER
DEVOTED TO THE INTERESTS OF THE
PRINTERS AND PUBLISHERS OF CANADA

Volume XXXI. TORONTO, OCTOBER, 1922 Number 10

The Newspaper Morgue

A Valuable Department Where Past Events are Recorded for Future Reference—Peterboro' Examiner Installs a Complete System

By FRANK H. DOBBIN

INTIMATELY interwoven into our lives, we find that in every community enterprising enough to support a newspaper the paper chronicles all that has been done in municipal detail, enlargement of the territory, progress of industries and general and gradual advancement. And as well the intimate happenings of the community as concerning its people. All of this has formed, as it ever does, the basis of news.

In after years continual reference is made, or striven to be made, to what has taken place before. Especially in municipal life is this important, for municipal procedure and progress is largely founded on precedent, by itself established. The history, for example, of the coming in of Hydro is a page in the municipal record of many municipalities of large significance. Similar enterprises are of importance.

So the newspaper is really a weekly or daily history, so far as concerning its immediate environment. And as all history —all we have—is only a record of the movements of individuals, either as individuals, in groups or in mass formation, when we stop this movement history ceases. Necessarily so. The history of a building is that of the people who have and do frequent it. Close its doors and history ceases.

We study history to gain from what has been done suggestions to guide us in the future. The daily or weekly paper, looking at it as a community chronicle, contains the history of its immediate neighbourhood. Much may be learned, but in a very condensed shape, from municipal records, often formal and abbreviated, but the one reliable source of information is in the columns of the daily or weekly paper. And in continuing the publication of a paper to-day, constant reference is advisable to the past. Trials in courts, fires, bonuses, and other activities. All are of record and in print, but who knows where to find and readily locate? Given day and date, the thing is comparatively easy. But here comes the rub. Who shall keep track of all this? An instance of doing the thing thoroughly is seen in the Provincial registration of vital statistics. For about the last thirty-five years absolute facts have been available. Before that time all was a sort of irregularity in church registers, undertakers' records and cemeteries.

If newspapers were carried on by the same proprietor, the office or paper manned by the same staff, then among these several memories a clue could always be found. But newspapers change hands. The reporting and editing staffs are ever a variable group, especially so the new man coming in to take service. His it was and is to delve, implore, ask and query any and all for the facts. The ledgers of the office will show of any money or business transaction of years gone past, for the proper entries have been made. But for news what is needed is really a faithful index to the columns of the paper.

Such a record, prepared and available, is in newspaper phraseology termed "The Morgue." In and on its cards or papers lie buried, awaiting the call for resurrection, incidents and happenings of the past. Many metropolitan newspapers have set up and carry forward most elaborate systems concerning men in the public eye and whose activities concern national issues and movements. In governments, military, politics, education and engineering and in scientific work and progress. These notes, clippings and records are available on any emergency and explain how, on the death or change in life or function or profession, the facts of his career, or even his obituary, appears the day following in the papers. But all newspapers, even the country weekly, may to advantage set up and keep going some such system, and to advantage.

Such a system has recently been completed for the Peterborough Examiner, which paper had realized that the need for such a record was growingly pertinent. In the daily bustle of making the paper it seemed that no one had or could find the time to attend to the detail, and it was arranged that it be done, going back for a considerable period in years to get a fair working start. Now, and for the future, the staff attend to the daily or weekly additions.

Some suggestions may be in order and possibly helpful should such a system be contemplated, bearing in mind the needs of the paper and the extent to which it is decided to carry the system, or morgue. If for some years back, then the fyles of the paper are scanned to see what is of value and desirable to note. Some one with an appreciation of news values should, preferably, do this detail. To sense the probability of matters that may come to the surface in the future or tentatively closed may come to the surface again. In this two things are very pertinent. First, the condensing of the incidents. Second, the classification under which to be indexed to be readily found for reference.

Preferably the person working on the job may write on slips the detail as selected, condensing but not to obscure the news value or the provocation in the mind of the member of the staff to make use of the information. So written the stenographer may then type notes and extracts on suitable sheets, of convenient size, ready for fyling, say a sheet five by eight inches. A thick paper, in preference to card, which would prove bulky. Each excerpt should have typed in the left upper corner its subject, or class, or section, preferably by name, as "Biography," "Municipal" or "Sport." Also year, month and day of issue, and it is helpful if the page and column of page be indicated. These notes may be written in ample

measure or briefly, but preserving the connection so that the person reading the record in after years may be able to decide if the fyle shall be appealed to for further and more extended reading, to see what all the fuss was about.

ASSOCIATIONS:

These comprise, largely, social activities in which the city is largely interested. Fortunately our efforts in Public and Christian Endeavor do not manifest themselves all in one way. We diversify. Good thing, too. So people get into these gatherings, get busy for a while and then drop them and take up with some new exploitation. Hundreds of these have been living for a time and then pass away. So we have these which are now before the Public:

Owners and Tenants Association.
Health Association.
Law Association.
Ministerial Association.
Engineering Association.
Automobile Association.
Sundry Associations.
Social Service Council.
Medical Association.
Poultry Association.
Playgrounds Association.
Milk Dealers' Association.
The Rotary Club.

Page from Morgue Catalog of Peterborough Examiner.

The following classifications, or main headings, may be found useful:—

MUNICIPAL—Covering acts and edicts, by-laws, etc., as issuing from the governing body of the municipality. Memberships of councils, committees, civic officials, appointments, etc. (This section was sub-divided into fifty-seven subjects, for convenience of reference.)

INDUSTRIAL—Covering businesses as established, conditions under which, inducements, (if any) progress, labor, enterprise as developed, equipment, facilities, and such items as would give, if rehearsed, a very fair view of the industrial progress of the town or city.

INSTITUTIONS—History, in brief, of inception or institution. Such as hospitals, public institutions, such as Y. M. C. A., and other activities as from time to time established. (Seventeen divisions.)

RELIGIOUS—Notes of all local denominations, buildings, enlargements, clergy, additions, new edifices, changes in pastorates, etc. (Twenty divisions.)

ASSOCIATIONS—Comprising Social and Social Service organizations, engaged in helpful or remedial work. For instance, the Health Association, volunteer working bodies, playground, automobile, engineering, and other groups of citizens interested in local progress and welfare work.

SOCIETIES—Taking in such organizations as Oddfellows, Masonic, Foresters, Agricultural, Horticultural, Clubs, Women's societies, etc. (Thirteen sections.)

SPORTING—Many a town surges to the front and specializes in some form of sport that results in very good advertising. Interests the younger men and women. The past achievements in baseball, tennis, hockey, curling, skating, are things to dig up in after years and brag about and throw up at the other rival. Nothing like having the facts as to wins and successes handy and to say who carried off the cake or silverware. (Eleven sections.)

POLITICAL—A most convenient record to have at hand. Preferably this should cover the years since Confederation. A never-failing source of information as to candidates, majorities, strength of vote, representatives, changes, visits of eminent political big-bugs, important meetings and pithy general political information. Countless bets may be settled and assertions either proved or squelched. A mighty handy thing to have around the house. Well worth its weight in argument.

EVENTS—A record of general happenings not growing out of any of the previously mentioned activities. All sorts of incidents, worthy of future reference, especially a clear and minute record of the weather, its temperatures, big rains, snow falls and winds. Some notes of happenings provoked by the weather, such as disasters in the town or on the farm.

BIOGRAPHY—Brief record of men, who being useful in the community, have passed away. And of others who have come into and added to the life and progress of the community. Personal references against the day when an obituary article has to be prepared. (In preparing this section it will be useful and helpful to address a sheet, to be filled in, to many men, inviting statement as to brief particulars in regard to themselves. This ensures accuracy.)

GENERAL REFERENCES—Reminiscences, personal mention, celebrations, disasters, All neither fish, fowl, nor good red herring, but invaluable as recalling time, place and incident. Notable police court convictions, celebrations, and the host of happenings that may not be absolutely forgotten.

THE WAR—We are too close to the Great War to appreciate what it means as a record. Every village, town and city contributed. So that the local newspaper will fall short of its province if it has not a faithful record of all who took service from the neighbourhood or district. Of those who gave their lives and those disabled. Of the loyal work of the women at home. The many war work societies, moneys raised by the Patriotic Fund, Red Cross, Belgian Relief, and other efforts. All this will be of large value in the future. Honors awarded to worthy sons. War Veterans' activities. Farewells to those going abroad. Receptions to those coming home. The future will call for information under this heading and it should be garnered in before too late. The Local newspaper should be the one unfailing source of information to all enquiries. (This section developed into twenty-seven different branches of record.)

Offers Manifold Opportunities

With some such reference facilities at hand and the newspaper fyles convenient there should be no difficulty in locating the account of the story, incident or happening as desired. The city editor can see the news value in being able, almost at will, to recall a story, which deftly woven into present-day happening may make a column of large interest. For this is to be remembered that a church will change its membership, largely, in fifteen years and almost entirely so in twenty-five. In a city of 20,000 or a town of 10,000 people, at least from five to ten thousand know nothing of the locality back of the previous ten years. New men and women coming in have very little or nothing of landmarks to snub to. Such read with large interest what is printed from time to time recalling incident and story so long as it be localized. In after years articles and writings of intense historical interest may be culled from the fyles, once identification be presented, to enlighten, inform and engage the attention of readers of the day in which the facts are reprinted. Just as for the next hundred years the sinking of the Lusitania will be recalled and re-written together with the call to take up the Sword of Justice and retaliate.

No paper, no matter how unimportant outside of its immediate locality, but can profit by setting up such a record, designed and fitted by common-sense to the newspaper needs of the locality and field. Of relieving one or more heads from carrying in the brain cells a mass of fact data, dates, story and incident, which while important in the particular field, may not be required except in emergency and then badly needed. And consider the immense convenience and relief to the incoming proprietor, who proposing to buy a paper, (as at Oshawa recently) to find such a record at his hand in the locality where he has to pick up and become acquainted and work into the lives of a people whom he never knew and of whom he has positively no previous information. Such a record is a substantial asset to any newspaper.

To Meet at Halifax

Plans of Canadian Weekly Newspaper Association for Next Annual Meeting Shaping Around East Coast Metropolis— Maritime Branch Organized

THE Maritime Weekly Press Association was formed at a meeting at Truro on Tuesday, Sept. 19th, of twenty publishers drawn from the three provinces. Officers were elected as follows: President, Don Fraser, Eastern Chronicle, New Glasgow, N. S.; vice-president for Nova Scotia, Mrs. P. M. Fielding, Tribune, Windsor; Vice-president for New Brunswick, C. C. Avard, Tribune, Sackville; Vice-president for P. E. Island, Lewis Taylor, Pioneer, Summerside; Secretary-treasurer, H. B. Anslow, Graphic, Campbellton, N. B.; executive committee, the above officers and Mr. Lawson Jr., Herald, Yarmouth, N. S.; S. L. Lynott, Carleton Sentinel, Woodstock, N. B.; H. S. Anslow, Journal, Windsor, N. S.; George McWilliam, Leader, Newcastle, N. B.; and H. R. Arenburg, Progress Enterprise, Lunenburg, N. S.



DON. F. FRASER

Publisher of the Eastern Chronicle, New Glasgow, N. S., elected President of the Maritime Weekly Press Association. Don. Fraser is one of the 'B g Men" of the Maritimes. He is a member of the Hydro Power Commission, has been mentioned as a member of the Legislative Council of Nova Scotia, and is a past-mayor of New Glasgow. Mr. Fraser is elated with the prospect of the next annual meeting of the C. W. N. A. being held at Halifax and will be an enthusiastic worker in making the event an unparalleled success.

E. Roy Sayles, of Toronto, manager of the Canadian Weekly Press Association, who has been touring the maritime provinces with A. R. Brennan, of Summerside, president of the association, addressed the meeting at some length, dwelling on the benefits of organization.

The evening session was devoted largely to plans in connection with the annual meeting of the national association, which it is fully expected will be held next year at Halifax.

Two Canadian National Railway officials were present: F. W. Robertson, general passenger agent, Moncton, and Mrs. McFarlane, district passenger agent, Halifax. It was said that there would probably be 400 or more in the party and that two special trains would be required.

President Fraser of the Maritime Weekly Press Association said that a visit was planned to Cape Breton and that D. H. McDougall, general manager of the British Empire Steel Corporation had assured him that that company would be glad to co-operate toward making the visit to Cape Breton a pleasant one.

President Brennan, of C. W. N. A., also said that assurance had been received from prominent men in Halifax that the press party would be well entertained there. The executive committee was appointed to map out the itinerary in the maritime provinces in collaboration with railway officials.

Manager Sayles, of the National association, spoke of plans for the 1924 trip. An invitation, he said, had been received from the British Union and the British Newspaper Association for a visit to Europe, including the battlefields. The idea seemed to appeal to the meeting, for fourteen of the twenty publishers expressed a willingness to go.

Publishers at Owen Sound

THE printers and publishers of Bruce and Grey met at Harrison Park Inn, Owen Sound, September 23, where problems affecting the printing business were discussed. E. Roy Sales, Manager of the Canadian Weekly Newspapers' Association, who had just returned from a trip through the Maritime Provinces, gave an optimistic report on printing conditions in that part of Canada. The party were entertained to luncheon by the Fleming Publishing Co., and Harry Russel, the caterer, put up an excellent spread. Mayor Harris and M. R. Duncan, M. P., in neat speeches welcomed the press representatives to Owen Sound and invited them to the Made-in-Owen Sound Exhibition. C. A. Fleming, President of the Fleming Publishing Co., was chairman for the informal program, and a cordial vote of thanks was tendered the proprietors of the Sun-Times for the splendid luncheon. The chairman called on Jack Miner, the naturalist, who was a guest at the luncheon, for a few words, and the press party was thrilled by the talk of one who has lived so close to nature and been a big brother to so many. He emphasized the value of the young folk and the necessity of starting them right in life, in which the press could do a great work. He used Jesse James and Abraham Lincoln to illustrate his point. One had started in a career of crime and the other in a career of usefulness. A pistol shot killed both: one is remembered only with horror and detestation, the other will live as long as time lasts as the emancipator of his colored fellow citizens.

The Made-in-Owen Sound Exhibition proved a revelation to the visiting pressmen. It is safe to say that none of them had any conception of the vast variety of articles that are manufactured there. There was everything from excelsior to the finest furniture; from tacks and nuts to great propellor wheels, from buttermilk to refrigerators, from brooms to furnaces. The displays were a credit to the individual manufacturers and to the city in general. The entire Exhibition was most interesting and educative, and there can be no doubt of its great value as a publicity feature.

The Friend of the Ukraine

A federal charter of incorporation has been granted to a group of citizens of Canada, who have organized a company to be known as The Friend of Ukraine, Limited, for the purpose of publishing newspapers, booklets, pamphlets, magazines and other publications in both the English and Ukrainian languages, and also to deal in other books, magazines, newspapers and publications of all kinds.

The new corporation is authorized to issue capital stock to the amount of $100,000.00 divided up into 10,000 shares of $10.00 each.

Marking Act Passed

Printed and Lithographed Matter Entering Canada Must Bear Mark of Country of Origin From November 1—Important Decision

From Our Ottawa Correspondent

ON AND after the 1st of November, 1922, in accordance with Order in Council of September 21st, 1922, printed or lithographed matter of all kinds, including books and pictures, and wooden or fibre pencils, imported into Canada, must bear indication of the country of origin. The country of origin of a manufactured article is held to be the country in which the article has been finished by a substantial amount of labour amounting to not less than one-fourth the cost of production of such article in condition as imported into Canada.

The order was assented to by Parliament on June 27th, 1922, under provision contained in Section 12A of the Customs Tariff Amendment Act of 1922, that the Governor in Council may from time to time, as he deems expedient. order that goods of any description or class specified in such order, imported into Canada shall be marked, stamped, branded or labelled in legible English or French words, in a conspicuous place that shall not be covered or obscured by any subsequent attachments or arrangements, with the words "Made in—," "Produced in—," "Printed in —" or other words of similar import, or the name of the manufacturer, producer or publisher, accompanied by the name of the country, or a place in a province, state or other division of a country where the goods have been manufactured or produced.

This order which will be unfamiliar for some time to come to the foreign exporter of such goods into Canada, will cause considerable expense to the Canadian merchant, and the loss of orders, as provision is contained in the order to the affect that goods imported into Canada which come under this order, which do not comply with the requirements of such order, shall be subject to an additional duty of ten per centum ad valorem to be levied on the value for duty purposes, and in addition such goods shall not be released from Customs possession until they have been so marked under Customs supervision at the expense of the importer. But what will be a cause of expense and confusion to the Canadian importer will in time be a gain to the Canadian lithographer and printer, as it is only reasonable to presume that this order will cut down the amount of foreign lithographed and printed matter to a considerable extent. Practically all the advertising matter which is circulated yearly by the various insurance companies is printed in the U. S., as well as most of the show cards, colored posters for billboards, price lists, stationery, etc., used by Canadian branch houses of foreign corporations, and as considerable delay and expense will be caused through Customs examination and goods held over for marking, this will in time be done in Canada.

The following figures will give some idea of the volume of this sort of work which is lost to Canada yearly:

Advertising bills, folders and posters:

	Month of March		Twelve Months ending March		
	1921	1922	1920	1921	1922
From United Kingdom	[illegible]	[illegible]	[illegible]	$ 6,790	$ [illegible]
From United States	1,250	20,111	75,412	134,825	155,284
From other countries	40			40	395
	$13,227	$26,187	$77,145	$141,655	$157,944

Maps, not engraved, lithographed or printed, including atlases, wall maps, globes, charts, plans, etc., printed in colours or tints, and not otherwise provided for:

	Month of March		Twelve Months ending March		
	1921	1922	1920	1921	1922
From United Kingdom	$ [illegible]	$ 12,43	$ [illegible],434	$ [illegible],908	$ [illegible],948
From United States	172,555	160,[illegible]	1,[illegible],264	1,735,818	1,731,942
From other countries	131	[illegible],144	3,127	2,544	17,565
	$187,000	$174,025	$1,411,925	$1,807,330	$1,814,055

Paper envelopes, commercial, unprinted, and envelopes printed for the use of manufacturers, business houses or individuals:

	Month of March		Twelve Months ending March		
	1921	1922	1920	1921	1922
From United Kingdom	$ [illegible]	$ [illegible]	$ [illegible]	$ [illegible]	$ [illegible]
From United States	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
From other countries	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
	$[illegible]	$[illegible]	$[illegible]	$[illegible]	$[illegible]

Paper boxes, folding, set up, and cartons, made of paper printed, lithographed or stamped therein or attached thereto, or other similar artistic work, lithographed, printed or stamped on paper or cardboard, for business or advertising purposes:

	Month of March		Twelve Months ending March		
	1921	1922	1920	1921	1922
From United Kingdom	$ 558	$ 2,692	$ 5,894	$ 20,781	$10,22
From United States	8,119	9,263	110,442	111,080	68,520
From other countries		740	145	1,678	2,213
	$8,677	$12,695	$116,481	$133,545	$80,960

Photographs, chromos, chromotypes, artotypes, oleographs, paintings, drawings, pictures, engraving or prints, decalcomania transfers of all kinds, or proofs therefrom and similar works not provided for in the above, and blue-prints and building plans:

	Month of March		Twelve Months ending March		
	1921	1922	1920	1921	1922
From United Kingdom	$ 6,807	$ 5,976	$ 94,446	$ 154,837	$ 124,944
From United States	82,906	60,450	801,094	1,081,202	868,821
From other countries	2,017	162	2,912	6,680	17,018
France	457	1,456	9,534	14,850	11,401
	$92,187	$68,044	$907,986	$1,257,569	$1,022,184

Bank notes, bonds, bills of exchange, cheques, promissory notes, drafts and all similar work unsigned, and cards or other commercial blank forms printed or lithographed or printed from steel or copper or other plates, and other printed matter, not otherwise provided for:

	Month of March		Twelve Months ending March		
	1921	1922	1920	1921	1922
From United Kingdom	$ 1,023	$ 2,319	$ 19,631	$ 22,031	$ 23,816
From United States	$43,384	34,191	442,512	646,302	471,616
From Hong Kong	569		4,072	4,375	2,651
From other countries	188	99	2,223	2,242	3,686
	$45,164	$36,609	$468,438	$674,950	$501,769

Blank books with paper ruled or plain

	Month of March		Twelve Months ending March		
	1921	1922	1920	1921	1922
From United Kingdom	$ 1,578	$ 963	$ 20,363	$ 21,541	$ 13,365
From United States	8,010	14,490	116,669	114,423	86,312
From Hong Kong	614	62	5,244	5,401	4,452
From other countries	63	9	1,037	1,414	6,825
	$10,265	$15,524	$143,313	$142,779	$120,954

Labels for cigar boxes, fruits, vegetables, meats, fish, confectionery and other goods and wares: also shipping price or other tags, tickets or labels, and railroad or other tickets, whether lithographed or printed or partly printed, not otherwise provided for.

	Month of March		Twelve Months ending March		
	1921	1922	1920	1921	1922
From United Kingdom	$ 844	$ 4,838	$ 55,519	$ 72,872	$ 41,571
From United States	29,725	33,534	508,777	621,108	463,795
From Cuba			2,169		
From France	137		793	3,165	1,662
From other countries	2,151	149	1,454	4,884	1,760
	$32,857	$38,521	$568,712	$702,029	$508,788

Book manuscript and insurance maps:

	Month of March		Twelve Months ending March		
	1921	1922	1920	1921	1922
From United Kingdom			$ [illegible]	$ 986	$20,247
From United States	$2,662	$2,834	$40,[illegible]	$55,679	$23,[illegible]
From other countries			527		352
	$2,662	$2,834	$42,051	$56,665	$44,487

Books, bound, lithographed, coated, including illustrated books printed on coated paper

	Month of March		Twelve Months ending March		
	1921	1922	1920	1921	1922
From United Kingdom	$ 967	$ 645	$ [illegible]38	$ 8,831	$ 1,483
From United States	1,908	4,567	60,631	81,115	20,688
From other countries			105	3,504	979
	$2,875	$5,212	$61,894	$93,450	$23,150

Book and printing paper, not coated, suitable for printing of books, papers and [illegible]

	Month of March		Twelve Months ending March		
	1921	1922	1920	1921	1922
From United Kingdom	$32,986	$ 5,065	$15,000	$ 75,770	$ 34,234
From United States	8,973	45,427	699,825	870,344	416,342
From other countries		574	174	374	4,954
	$41,827	$51,066	$[illegible]5,000	$946,488	$455,530

Total Books and Printed Matter

	Month of March		Twelve Months ending March		
	1921	1922	1920	1920	1921
From United Kingdom	$139,925	$202,906	$ 1,039,609	$ 1,794,318	$ 1,727,33
From United States	913,177	878,083	9,899,147	11,113,768	9,884,329
From other countries	54,655	56,606	302,058	667,371	561,510
	1,107,757	$1,137,595	$11,240,814	$13,575,457	$12,173,175

Pencils, lead

	Month of March		Twelve Months ending March		
	1921	1922	1920	1921	1922
From United Kingdom	$ 7,630	$ 1,199	$ 13,832	$ 68,256	$ 48,922
From United States	55,188	61,283	559,804	793,686	661,400
From Japan	2,062	425	8,766	10,878	1,749
From other countries	66	737	96	1,147	9,775
	$64,946	$63,644	$582,498	$873,967	$721,846

The same difficulties which were encountered once before with Act which was practically identical with the present Order, will be met again, but it is hoped that this time successful enforcement will be accomplished. The Canadian printer and lithographer are behind the Order to a man and if good wishes will tend towards successful enforcement, there is no cause for thinking other than that a fair protection of the Canadian industry is assured, and the Canadian citizen who wishes to support his own country may be given a chance to do so. Other countries are enforcing just such marking laws against Canadian goods, so why not Canada likewise?

Process for Making Pulp

The Swedish stock company "Cellulose" in Stockholm some time ago acquired a factory for the purpose of experimenting with a new process for the manufacture of chemical pulp wood, invented by a Swedish engineer. Pulp produced by this method is said to be 15 per cent. higher in quality than pulp produced by the sulphate process.

Sales Tax on Paper 2¼% Irrespective of Status of Buyer

According to information received by PRINTER AND PUBLISHER from the Department of Customs and Excise, Ottawa, sales by paper jobbers are taxable at the rate of 2¼% irrespective of the status of their purchasers. There has been some misunderstanding in regard to this tax.

It appears that the Toronto Typothetae was definitely informed by the Department at Ottawa that paper jobbers selling paper to printers with a turnover exceeding $10,000 must charge sale tax of 2¼%; and paper jobbers selling paper to printers with turnover not exceeding $10,000 sale tax of 4½% must apply. (This information was published in the August issue of this paper.)

While the Toronto Typothetae labored under the impression that the 2¼% and 4½% was to be collected, according to the status of the printer, the paper jobbers of Toronto were also in possession of conflicting information from the Department at Ottawa that 2¼% was to be collected on all their paper sales.

However, the question is now evidently settled. That is, the 2¼% Sales Tax applies to all printers. This information was furnished PRINTER AND PUBLISHER by S. W. Hogart, Chief Clerk for Commission, Department of Customs and Excise, and may be regarded as authentic.

Plan to Form One Big Union Crushed

The complete dissipation of the plan to form one big union in the printing trades, and the continuance of the editorialship of the Typographical Journal in the hands of the Conservatives, were the outstanding features of the remaining three days of the sixty-seventh annual convention of the International Typographical Union. The convention was concluded on Friday, September 15, at the Hotel Ambassador, Atlantic City, N. J.

On Friday both Conservative and Radical leaders joined forces in declaring that amalgamation of the various printing unions at this time was impractical and impossible. President McParland, the Progressive leader, and ex-President J. W. Lynch, the leader of the Conservative wing, stood shoulder to shoulder against the plan of amalgamation of all branches of labor connected with the printing trades. Both spoke vigorously in favor of co-operation between the various printing trades crafts, but Mr. McParland argued that amalgamation would bring into the parent organization bookbinders, engravers, stereotypers, electrotypers and others whose knowledge of the printing trade was at most superficial. He estimated that such a union would embrace a membership of 181,000.

The Conservatives won a decided victory when they defeated an attempt by the Progressives to take control of the Typographical Journal, official organ of the union, from John W. Hays, secretary, and place it under the direction of the Progressives.

This action followed a heated debate on the floor, in which the Progressives charged that Secretary Hays, the only Conservative holding high international office, was "ruling the Journal with autocratic powers."

Mr. Hays very strongly defied his critics to produce proof of their charges, and asserted that he was editing the Journal "for the best interests of the union."

The delegates voted 158 to 102 for a proposal that gave Mr. Hays continued control over the Journal. This meant, it was pointed out, that the Conservatives will retain control of the publication, although the administration of the union is in the hands of the so-called Progressives.

Without debate, the convention voted down a proposal submitted by Progressive delegates which would prohibit contracts with daily newspaper publishers which provide more than a forty-eight hour week.

This proposal also would have limited the work week in weekly newspaper offices and commercial establishments to "not more than 44 hours."

The convention reversed its previous action and went on record as favoring participation by the union in an American labor political movement. This was considered a victory for the Progressives, who urged the organization of a separate labor party. A non-partisan political policy has been laid down by the American Federation of Labor.

A Comfortable Surplus

For the past four years the Methodist Book Room has been able to turn over a surplus of $188,047 to the church, according to the report made at the recent Methodist General Conference.

The total turnover for the quadrennium was almost five million dollars—to be exact, $4,995,969, as compared with $3,292,946 for the previous four years. That is an increase of $1,703,023.

From the $441,480 of net profits on this large turnover had to be taken $253,432 for capital and interest charges, leaving the net surplus of $188,000. For the four years previous the surplus was $175,790.

The net capital at the close of the quadrennium was $840,000, as compared with $720,000 four years ago.

New President of Selected Weeklies

At the meeting of the Executive Board of the Selected Town Weeklies of Ontario, held in Toronto recently, David Williams, of Collingwood, was chosen president to succeed Chas. M. Mundy, of Oshawa, who has retired from the publishing business. In Mr. Williams the Association has a live man of wide experience both within and without the profession.

Many Fine Features

Students at the Short Course in Journalism at University of Toronto Hear Inspiring Speakers—Unique Features Introduced

"TELL me who writes a nation's newspapers and I care not who makes her laws," was the thought in the minds of those trying to improve our journalism by the stimulus and inspiration that comes from university training. A course of lectures was given last year at the University of Toronto and such success attended the first venture that the Canadian Weekly Newspaper Association asked the Extension Department for another short course, and accordingly a second series was given during the week of September 11th to 16th. The subjects and the instructors were as follows: Editorial Writing by C. A. C. Jennings, Editor of the Toronto Mail and Empire, and A. R. Moore of the St. John's News, Quebec; Technique of the Feature Article by P. W. A. Wallace of the University of Toronto; Newspaper Jurisprudence by A. R. Clute; English Literature by Professor W. J. Alexander; Canadian Constitutional History by Professor G. M. Wrong; Canada's Natural Resources and the Press by L. O. Thomas of the Department of the Interior, Ottawa; Government Sources of information for the Newspaper man by M. J. Patton, of the same department.

Of the 98 students in attendance there were 42 men and 56 women, 27 of the entire number representing publishing interests. With the exception of three, one from Alberta, one from Quebec, and one from the United States, the students were from Ontario, 66 being from the City of Toronto.

At the opening of the course Sir Robert Falconer, President of the University of Toronto, welcomed the class and on Friday afternoon the University gave a tea. The students presented Mr. Dunlop, Director of the University of Toronto Extension Department, with a desk set to show their appreciation of his efforts to make the course helpful and in every sense a success.

The presentation was made during the course of the University Tea.

Canada's National Resources

"Instructive and inspiring," was the pronouncement of those attending regarding the course. The unique feature of this year's programme was a lecture on Canada's Natural Resources. Of our wheat-lands, pulp-forests, minerals, water-powers, fisheries, furs and fur farms, it is now admitted that no newspaper man can know too much or write enough. In the United States there are some thirty-nine schools of journalism definitely established, generally as university departments, and in the curricula of these schools the natural resources of the country is one of the subjects of study, regarded as a subject on which journalists must be educated. It is, therefore, a sign of advancement, that natural resources was given a place this year in our short course in journalism. "More of this," said an interested and enthusiastic audience. "If our lands are not being settled and our mines are not being worked and there is nothing to tell about them in the newspapers, then our papers will not sell. Why of course, we should know more about our natural resources." That the Canadian Weekly Newspaper Association will arrange for a series of five or six lectures on natural resources next year, was the hope expressed.

"Government Sources of Information," was a lecture that proved very helpful. To the majority it had perhaps not occurred that each government department was engaged in a particular kind of investigation, survey or research and published reports or maps or statistical data on made lantern slides. The work of each department, the nature of the information obtainable and how this information may be used in the newspapers was dealt with. The annual report of a government department, it was pointed out, was nothing more than a business statement of what had been accomplished during the year. Was not a condensation of such a report as mining operations for 1921 always of interest to the reading public?

"And what has Canadian Constitutional history to do with newspapers or a course in journalism?" was the question asked, whenever the programme of lectures was discussed, but we staid newspapermen who had been brought up on a Canadian history of dates, Indians, wars and acts, found ourselves as eager and enthusiastic over Professor Wrong's lectures as about a new science. If it is the business of the newspaper to interpret Canadians to themselves, to make them understand themselves, to interpret their political life; can it be done without an understanding of the back-ground? This is what Professor Wrong made us appreciate namely, what our constitutional form of government is and how it happens to be what it is. Furthermore, it was pointed out that, whether we wish it or not, Canadians are bound to be influenced by a commercially powerful neighbour like the United States, and American newspapers will have more influence on Canada than the Canadian press on the United States. It was therefore well, that Canadian newspaper men should be able to interpret the reasons underlying the difference in the constitutional form of government of the two countries. This was another phase of the subject impressed on our minds, namely in what respect our government is different from that of the United States and what the merits are in our constitution. A federal instead of a separate state banking system, federal instead of state control of the placing of trade including railways, federal control of marriage and divorce instead of weak state regulation, federal instead of weak state administration of the criminal law, cabinet system of government in Canada with ministers answerable to parliament instead of to a president, in Canada the party in power obliged to appeal to the electors if defeated on any issue in parliament, in United States president, senate, and House of Representatives in power for a specified term regardless of defeat of an issue, these were the merits of the Canadian constitution which we were made realize. Those who heard the Canadian history last year declared that an entirely new phase of the subject had been presented this year. General satisfaction in regard to these lectures was expressed.

English Literature

Even greater enthusiasm was shown for the English literature series. In fact there were those who said that hearing Professor Alexander was like standing beside a great painting, "an old master." One could not but catch the spirit. In the opinion of Professor Alexander the secret of good writing was to have something to say and want to say it, to have ideas and want to express them, and one way of getting ideas was to saturate one's mind with good reading. What to read was then dealt with and the works of Bunyan, Swift, Addison, Burke, Carlyle, Ruskin, Newman and Macaulay were referred to, and among modern writers the works of Bryce, Morley, Shaw, and Wells. "Pity indeed of the home," said Professor Alexander, "where nothing was talked about except the way bread and butter are made, politics and religion." His best advice to a journalist was to soak his mind in the literature of economics, since history is dependent on economic conditions, journalists should be steeped in political science, theory of government and the structure of society. "History makes men wise."

Practical Journalism

Most helpful on the practical side were the lectures of Professor Wallace dealing with the feature article, which was defined as half way between a report and an essay, partly informative, partly amusing. The purpose of the weekly newspaper was to develop a sense of locality, to interest people in that locality, to interpret that locality to itself. The newspaper man might accomplish this by knowing and writing about the industries of his district, the community activities, the old-timers, the anniversaries, the land marks, the ghosts and mysteries of a particular locality, by writing about the books that have been written on a certain locality. Besides what to write about other phases covered were how to gather material, how to introduce the article, how to develop it and

also how to interview. Practical work based on each lecture was assigned each day and constructive criticism was given the next day. What satisfied those attending most was that they were learning to do by actually doing. Again the strongest expression of opinion was, for a longer term next year with more lectures of this kind involving practical work.

From Distant Parts

Sir Robert Falconer commented on the breadth of representation, one from Red Deer, Alberta, another from St. John's, Quebec, one from Bolton and another from Wheatley, one from Owen Sound, another from Ottawa, one from St. George, another from Milverton, and with each newspaperman bringing with him something of his own locality, each learning something of the locality of another, each getting the experience of another; it was this being thrown into a new environment, this being confronted with a sharp new vision, this having a new point of view flashed upon them, this was the stimulus that made them go home with a heightened sense of responsibility regarding their calling. This meeting and conversing of enthusiastic men and women from all parts of the country would do more good and could be set down on paper.

Prize-Winning Editorials

Competition Held in Connection With Short Course in Journalism at Toronto University—Three Awards Made

The conditions of the competition were that the article must be a popular feature article, less than one thousand words in length, and suitable for publication in a country weekly newspaper. The awards were as follows: (1) "Farmers and Others" by Hugh C. Templin, Fergus News-Record; (2) "The Man Behind," by Arthur Field, Toronto Newspaper Correspondent; (3) "An Elevator for Owen Sound," by C. J. McTavish, Owen Sound Daily Sun-Times. The competition was conducted by P. W. A. Wallace, lecturer on journalism, University of Toronto. Editorials to receive awards are herewith reproduced in order of merit.

Farmers—and Others

By Hugh C. Templin, Fergus News-Record

THE Legislative Assembly! To the man who sees with pride his name printed on the voters' list, the words sound important and awe-inspiring. He pictures in his imagination a spacious room with high ceilings and numerous desks. Perhaps he imagines that Premier Drury sits above the others on a throne; perhaps he knows that the Speaker occupies that elevated chair. Around the room he thinks he sees over a hundred members, apparently listening to one man who is speaking, while overhead a score of reporters write busily. This is the ideal view of the Government of the Province.

Come with me some night next winter when "the House" is in Session. I meet you at the corner of College Street and University Avenue when you alight from the huge red chariot of the Toronto Transportation Commission, and together we go up through the Park, dodging the automobiles as we cross the road and circling around the base of the monument upon which Sir John A. Macdonald stands with his hand eternally pointed towards the South and his fur coat thrown over the stump behind him. Ahead of us we see the huge dark bulk of "the Buildings" outlined against a pink sky so different from the purple sky back home. In the centre of the peak gleams a red star and here and there a window is lit up.

We enter the spacious hallway and climb the broad stairs. A narrow winding flight leads to the third floor, and we slip past the man who collects the tickets and sit in the Speaker's Gallery.

This is what we see:

The room is spacious and the ceiling even higher than you imagined. The reporters are there and so are the desks, but among the reporters are many empty chairs and not more than half the desks are occupied. The Speaker, at least, does not disappoint. He sits on his throne, clothed in a long black robe and on his head there is a black three-cornered hat.

The members, who are present, do not seem to be working very hard at making laws. Half of them are reading newspapers or writing. Perhaps they are gathering material or preparing speeches. Several men are wearing hats and one of these lies, rather than sits, in his chair. He seems to be fast asleep. You study some of the others. One of the writers folds up his "notes," puts them in an envelope, seals it and tosses it upon the floor. Immediately a page boy, whom you had not noticed, runs and puts it in a waste paper basket. Other writers follow the example of their colleague and finally you decide that they have been writing letters.

One member is speaking, but he seems to be anything but an orator. He is talking about pine trees six inches in diameter, compared to those eighteen inches across. If we wait for half an hour he will still be talking about the same thing. You wonder what this has to do with the Government of the Province or why he should waste so much time. It is no wonder that none of the other men are paying attention.

Even in that conclusion you are mistaken. The man upon his feet makes some slighting allusion to the late government. His desk mate raises his hand and brings it down upon the lid of his desk. It sounds like a base drum and at once the Government benches are very much alive. A deafening chorus of drum beats fills the air as forty fists strike forty lids. When there is silence again the speaker resumes. Gradually the honourable members slouch back into their original postures, and some go out for a smoke.

After the greater part of an hour has passed I suggest that you come around and see the office. You jump at the opportunity to escape.

Thirty-five minutes later we pass the door of the gallery on our way out of the building. We pause to listen for a few minutes to another speaker.

He is talking about pine trees seventeen inches in diameter compared to those seven inches across.

The Man Behind

By Arthur Field, Toronto Correspondent

THE "grown-ups" of Canada are childish and the children are all grown up. After spending many hours each day in charge of an exhibit at the Canadian National Exhibition, this is the only conclusion that could be arrived at. Every person who goes to Canada's big annual fair, and almost a million and a half went this year, go with the full determination of seeking information by means of a multitude of questions. The man behind the exhibits is a human target that his fellow citizens bombard with a barrage of questions.

The most popular article in the special exhibit that the writer was in charge of for several hours a day during the two weeks of exhibition, was ascertained during the first morning by the exclamations of the crowds as they passed by. Before the fair closed the name of the article was mentioned by about 90 per cent. of the million and a half visitors until the mention of that article caused a shudder. The exhibit was shown at the British Government Department of Overseas Trade stand in the Government Building, and was composed of samples of hand painted china ware, cups and saucers of various hues, and hand painted plates. Everyone who came to the stand exclaimed one word: "china" was exclaimed in various tones of awe, admiration, and envy 165 times in one hour.

The man behind expects to be asked foolish questions, but he will be astounded to find how foolish some of them are. Adults are worse culprits at the foolish query practice than are the children, and male adults are worse offenders than the fair sex. Children evinced interest in articles that one would have thought would have attracted the attention of the grown-ups, and the adults appeared interested in articles constructed for children. An exhibit of golf clubs and balls, samples of the work of British manufacturers, caused 50 per cent. more interest among the boys than among their fathers. "Which is a driver, mister?" "Is that a mashie, mister?" "Have you got any niblicks?" were broadsides unloaded daily at the man behind. Whether every other Canadian boy is a caddie or whether the boys of Canada are seriously thinking of taking up the Royal and Ancient game in place of soccer, hockey, or boxing, I will not venture to say, but side by side with the golfing equipment, were rugby balls, soccer balls, tennis rackets, and hockey sticks. All these were passed by unquestioned.

Childrens' sets of water colours did not interest children at all, but gave vast interest to their parents; on more than one occasion a child would pull mother by the hand away from the paints to come and look at specimens of barometers and various scientific instruments.

An exhibit showing cotton in all its stages from the seed to the finished product was passed by with but a cursory glance by thousands of housewives who use cotton daily, but the children had to be taken away by force.

A mechanical mirror with a disappearing flashing sign which told Canada to buy within the Empire was very popular with the adults. The ladies straightened their hats and readjusted loose locks of hair, but lost all interest in the mirror when the mechanical sign flashed up, while this is when the children's interest commenced. Incidentally, the man behind learned that men are as vain as women, for about as many men adjusted their ties and tilted their straw hats at the right angle openly as did ladies with their head gear.

Besides being bombarded with questions relative to the exhibit, a fusilade of questions is sent at the man behind on topics far removed from his business at the stand. Being behind an exhibit which features samples of British manufacturers the public were of opinion that you must know all about every little town and hamlet in any part of the Old Land. Some stated that Lloyd George was no good and waited as if they expected you to defend the Welsh wizard with your last drop of blood. Others wanted to know when will the Prince of Wales marry, and whom? Will steamship rates to Liverpool soon be reduced? Will prohibition ever come to darken the lives of the people in England? Is unemployment as bad there as here? When the man behind informed them he had not seen England since the signing of the armistice, they looked as if their whole journey to the Exhibition had been in vain. One visitor seeing the words British Government over the exhibits seemed to think that the Department of Trade was closely related to a sort of glorified consular service for he requested a third class ticket to Wales "as there should be plenty of work there." An indignant lady said it was "all lies about that Collingwood china, as only a little shipbuilding was done in Collingwood." There was only one Collingwood to this lady, and that was in Ontario. Another wanted to break up a $175 tea set by purchasing one cup from out of the samples of British china-ware. On explanations being attempted she would not listen, but threatened to transfer her trade to Woolworth's, and wreck the British Empire.

As the day closes the questions savor of the sarcastic, while the queries from the children cease altogether, which proves that people get irritable and tired in trying "to do the exhibition in a day." However, hundreds of sensible questions are asked, and much trade is transferred into channels which course through the British Empire.

The strain on the nerves and the tax on the good humour of the man behind is terrific. A million and a half people all with something to ask of you, some information to glean. You are there to tell them, you do if you can, but when the big fair is over you cannot help but heave a sigh of relief, and are happy in the thought that a more intelligent race is coming on. Fathers and Mothers of Canada, you should be proud of your children.

An Elevator for Owen Sound

By C. J. McTavish, Owen Sound Sun-Times

One of the first sights which attract the eye of a stranger approaching Owen Sound by water, is a tall sentinel smoke stack, looking down, as it were, on the lighthouse, which guides the mariners at night to the harbor of safety. Invariably the question is asked, "What is that tall chimney? There are no factories or buildings near it."

The chimney is the silent reminder of the days when Owen Sound had an elevator; when on foggy nights the sound of the deep "honk, honk, honk" of the fog siren was heard; when in winter, the docks and wharves were lined with long grey and red monsters of the lakes, lying at safety till the ice broke in the spring. The activity in the harbor was felt all over the city, in every branch of its life. One night the elevator was burned and the chimney now stands watch over the harbour—but not the harbor as before. True, a number of boats still make their headquarters there, but the huge freighters, formerly so well-known, are now an unusual sight.

Quite apparently the removal of the elevator was in a large measure responsible for the change. The natural question is "Would a new elevator bring with it a revival of navigation?" Experts on the matter assure those interested that it would.

Fifty years ago, Owen Sound Harbor was nothing but the shallow mouth of the Sydenham River where the waters dropped their mud and silt before they flowed out through the reeds to join the clear waters of Georgian Bay. Ships of shallow draught could make the harbor only with difficulty. The change from the state it was then in to the present one was wrought by years of toil. But it was worth while, the harbor mariners say, "one of the safest and most easily navigated on the lakes."

For some time a number of men in the city have been advocating the erection of a grain elevator but they have not been receiving the whole-hearted support of the majority of the citizens. Why is this? Simply because the average citizen does not realize the advantages which would accompany the building of an elevator.

The building of the elevator would mean much to the laborers and dealers in building supplies in the city. A one million bushel elevator cannot be built for much less than half that many dollars, most of which would be spent in Owen Sound. When built it would employ a staff of twenty-four men. Boats at the southern end of their lake journey must be supplied with foodstuffs, and orders amounting to many thousands of dollars would be left with local firms in a year. Machinery on these lakes monsters must be kept in perfect order. This presents opportunities for the foundries and iron working industries of the city.

Owen Sound is served by two railways, either of which would be glad to handle the grain which passes through the elevator. Other places with only a fraction of the fine facilities offered in Owen Sound have elevators which are proving most successful.

Every citizen should feel it his duty to study the question and to give every possible aid to its fulfilment.

Praises Canadian Writer

The London Daily Express, Lord Beaverbrook's newspaper, pays the following tribute to its Dublin correspondent, Carl J. Ketchum, formerly a member of the staff of The Vancouver Province:

"Throughout the Dublin battle it has been exceedingly difficult to be certain how the fight had gone. Conflicting reports and rumors by the score have reached newspaper offices in London, but one of the most remarkable features of the week's news has been the extraordinary accuracy and speed of the Daily Express accounts from Dublin.

"Day after day they have been first with the news. The man behind the pen is a young and brilliant journalist, Mr. Carl J. Ketchum, who joined the staff of this newspaper in September last. His vivid and accurate news despatches, sent under the greatest difficulties, have never failed to get through, with the result readers of the Daily Express have been more fully informed of the stirring events in Dublin than those of any other newspaper."

Mr. Ketchum left Vancouver a year ago for London.

A Successful Year

Progress of Toronto Typothetae Reviewed at Annual Meeting—Big Increase in Membership—H. L. Rous Succeeds Douglas Murray as President for the Ensuing Year

THE end of the second year of the operation of the Toronto Typothetae shows that very satisfactory progress has been made by the organization in its various branches of activity, according to the report of the president, Douglas S. Murray, at the annual dinner-meeting of the Association held in the Pompeian Room of the King Edward Hotel, Thursday evening, September 21. One hundred members of the association were in attendance.

President Murray in his report urged every member to attend the Typothetae Convention at Cleveland, September 16-20 and then proceeded to review the work accomplished by the local branch during the past year.

"Good results have been secured by the various committees," stated Mr. Murray. "The Long Price List is now in operation in Toronto and Montreal, and we are practically assured that the Marking Goods Act as applied to printed and lithographed goods will be enforced." (The Act has been passed since Mr. Murray made his report.)

The report of the president showed that progress has been made with educational and cost work, publicity, credits and collections, and it was shown that the labor bureau is being used by the majority of the membership to good advantage.

"A group insurance section has been formed and several members have adopted the ideas incorporated in a report on mutual benefits associations by the Employment and Welfare Committee."

"The membership of the Toronto Typothetae has steadily increased during the year," remarked President Murray, who went on to say that the branch now ranks among the largest in the U. T. A.

Functioning Better Than Ever

The report of Executive Secretary W. A. Sutherland reviewed the many activities of the Toronto Typothetae for the past year. He said the year just closed finds the association in better shape than ever before both in regard to the number of members and the services rendered to the members.

"One of the outstanding achievements of the year is the granting of the Long Price List by the paper dealers," said Secretary Sutherland. "Several of the members have stated that this service alone is worth all the dues they have paid into the association, and they realize that it would never have been accomplished without a strong organization. With the co-operation of each member the Retail List (Long Price List) will correct many of the evils prevalent in the industry and great credit is to be given to the committee responsible for its adoption, Messrs. Q. B. Henderson, A. L. Lewis, D. S. Murray, J. C. Acton and J. J. Lynch."

Secretary Sutherland urged the members of the association to take greater advantage of the services of the credit and collection bureau of the association. "Some of the accounts turned in for collection were on the bureau's records as undesirable and had the services of the bureau been used these bad debts might have been avoided. 'Link up your sales with our credit department," he advised.

Educational Work

The report of the Cost and Educational Committee by C. W. Rous brought out many interesting facts. Under the supervision of this committee an estimating class was held during the winter season with an enrollment of 57 members. Instruction was given in estimating and the use of the Standard Guide.

The activities of the cost department as shown in the report by Mr. Rous were encouraging. Seventeen new cost systems were installed, five old systems revised and 44 9-H sheets were compiled monthly. Yearly record of cost and production are installed and in operation in 47 offices, and monthly composite statements were issued together with red ink analysis covering the firms represented in the composite statement which now include 47 members. Twenty-four composite yearly 9-H sheets were furnished the Chicago office, the central office assisting in the compilation.

During the year a visiting service has been rendered nine firms, four on cost accounting and five on bookkeeping, a service that has been highly beneficial to members who find it inconvenient to do their own office work. It was shown in the report that about 75 members are operating the Standard Cost Systems, and all members were urged to avail themselves of the service, which is free, there being no charge for installation and supervision.

A Hard-Working Committee

The work of the Trade and Legislative Matters Committee has been productive of excellent results in the past year. The report of this committee was presented by A. L. Lewis. Chairman Mr. Lewis, in his report, said the work of the committee had been principally devoted to the Marking Act, Long Price List, tariff matters, and the solving of the Sales Tax problems. In respect to the Marking Act, the committee carried on an extensive campaign of publicity urging its enforcement. The campaign has been a success.

Referring to the Long Price List which went into effect in Toronto on September 18, the report by Mr. Lewis strongly recommended that the members of the Typothetae give the paper jobbers their best support to make it a success. The report also indicated that the committee had devoted a good deal of time to the Sale Tax. On several occasions the Department officials at Ottawa were interviewed in order to get a clear interpretation of the rulings, as correspondence only made things more complicated. The clause exempting printers from charging the Sale Tax whose annual business turnover does not exceed $10,000 is considered unfair by the Typothetae and a deputation had interviewed the Minister of Finance entering a protest against this provision of the Act.

At the present time a petition is being signed by printing firms all over Canada, who are obliged to collect the Tax, asking that the exemption be abolished and that all firms in the printing industry be placed on the same basis.

One of the outstanding and constructive features of the work of the Trade and Legislative Matters Committee, according to the report, was the publication, in co-operation with Montreal, of a suggested List of Hour Charging Rates. "The rates recommended were based on proper costs for the production of commercial printing, and, particularly because we gave comparisons with other cities, which showed unquestionably that they were fair, we felt that we had a real method for stabilizing the market—offsetting suicidal competition—and securing what we are all after, a fair price for the printed product. Your Executive Committee, however have seen fit to discontinue this policy," concluded the report'

A Serviceable Bureau

The report submitted by F. M. Kimbark, chairman of the Labor Committee, made it apparent that the labor bureau was functioning very satisfactorily. Composing room, press room, and bindery help had been supplied to members. Applicants for positions average about 25 a week, said the report.

Reporting on membership, R. D. Croft, chairman of the Membership Committee, said that the majority of the printing and bookbinding firms in Toronto are members of the Typothetae. Since the last annual meeting a steady growth in members has been recorded, the total membership now being 126, including printing, bookbinding and trade composition plants.

"At the beginning of the year, under the direction of

Publicity Committee, a direct-by-mail advertising campaign was conducted in co-operation with the Pulp and Paper Association, Paper Trade Association and the electrotypers and engravers," said W. B. Hanna, in his report. Twelve mailing pieces were prepared and mailed to a large select list of buyers in Toronto and vicinity, covering a period of twelve weeks. This campaign brought to the attention of the buying public the value of direct-by-mail advertising and also advertised the list of Typothetae members.

The Entertainment Committee of the Typothetae had a successful year, according to the report of J. G. Wilson, chairman. Features of their activities included the entertainment provided during the Typothetae Convention in Toronto last year, also evenings devoted to the entertainment of the ladies associated with the Typothetae. The committee was successful in bringing interesting speakers to Toronto, including J. Linton Engle, the President of the U. T. A., and Don V. Gerking, of Detroit, who spoke on the Long Price List. The committee recommended that weekly luncheons be held for the purpose of getting all the Typothetae members in closer touch with the activities of the Association.

Check Estimates Carefully

Atwell Fleming spoke at length outlining the urgent necessity for the checking of estimates in all plants before submitting them to customers. He stated that if enough care was taken a large number of mistakes could be prevented, as it was a very simple matter for an estimator to figure just half of the quantity of paper now. The Chairman stated that Mr. Fleming's suggestions would be placed in the hands of the Publicity Committee.

A strenuous protest was made by W. H. Apted with reference to the Paper Jobbers charging 25 per cent. more on broken packages. This protest was afterwards put in the form of a motion and carried unanimously.

H. L. Rous, New President

The election of officers for the ensuing year resulted as follows:

President: H. L. Rous; Vice-President: J. J. Lynch; Treasurer: W. B. Hanna; Recording Secretary: J. G. Wilson; Executive Committee: F. M. Kimbark, A. L. Lewis, Dr. S. W. Fallis, F. M. Brown, W. G. Cumming, H. G. Everall, G. D. Thomas, P. Hambly, E. A. Bradshaw.

Winnipeg Typothetae News

THE regular monthly meeting of the Winnipeg Typothetae was held at the Typothetae office on Tuesday evening September 12th. This was the first monthly meeting since June and there was a great variety of business to transact. The question of the U. T. A. Open and Closed Shop Divisions was discussed. It was felt by the association that this was a matter which should be left to the judgment of the Winnipeg delegates to the U. T. A. convention.

The exemption of printers doing less than $10,000 per annum from the operation of the Sales Tax was discussed. The opinion of the association on this matter is that the exemption creates discrimination in favor of the smaller offices.

Estimating Course to Start in October

Arrangements are practically completed to start the U. T. A. Estimating Course on October 3rd. Enrollments are now being received. It was felt by the Educational Committee of the Winnipeg Typothetae that, owing to the great variety of subjects covered by the course, different instructors should be obtained to handle the various sections of the course. The committee have selected the following instructors: O. H. Pollard, P. E. Kellett, M. W. N. McElheran, Wm. McLellan, H. E. Wilder, E. Eibner, Max Holke and S. F. Beatty. From all indications the enrollment should be at least twenty five.

The Cost Finding Class had an enrollment of 23 and diplomas were granted to 14 members. The success of the Cost Class was due to the fact that the class was held at 4 o'clock in the afternoon and the Estimating Class will be held at that time.

Open Shop Meeting

A meeting of the Master Printers Association of Winnipeg (Open Shop Organization) was held at the Typothetae office on September 15th. Matters pertaining to the Open Shops of the City were discussed.

Credit and Collection Bureau

The Credit and Collection Bureau which was installed during the summer months by the Winnipeg Typothetae filled a long felt need and is much appreciated by the membership. The number of accounts listed by the bureau is now 6,920 and the number of cards in the files has grown to 4,572. The Collection Bureau has also been started and bad accounts amounting to over $1,000.00 have been sent in for collection. This service has become very popular and the bureau has been fortunate in being able to collect several very old accounts.

July Cost Statement Issued

The statement of Costs and Production for the month of July has been issued by the Winnipeg Typothetae. In addition to the costs for the month of July the average for the past eight months is shown. In addition to this statement the Winnipeg Typothetae office furnishes the members with a "red ink analysis" and with U. T. A. Form 18 "Yearly Record of Costs and Production." These two statements have been found to be very useful.

Long Price List

The Trade Matters Committee have held several meetings with a committee from the Winnipeg paper jobbers and announce that the Long Price List will be issued in Winnipeg before October first. The Long List on envelopes has been in effect in Winnipeg for several months.

New Wage Scale for Comps in Winnipeg

In a statement recently issued the Joint Council of Industry of the Province of Manitoba recommends that the wage scale for compositors in the province of Manitoba, for the period Sept. 1st, 1922 to June 30th, 1923 should be 86 cents per hour. This is a reduction of four cents an hour from the former rate, which was 90c. cents. The Council of Industry was asked to recommend a new scale for the employees of the Closed Shops of Winnipeg, and the new scale applies only to the closed shops.

The De Montfort Press which have been operating a Union Shop for the past year are now operating an Open Shop.

O. H. Pollard in Europe

O. H. Pollard, President of the Winnipeg Typothetae and U. T. A. Committeeman for the 17th District, is now touring Europe, accompanied by Mrs. Pollard. It is understood that Mr. and Mrs. Pollard will spend several months sightseeing and will return to Winnipeg with their daughter who is now studying music in Paris.

Engraving Plants Combined

The Engraving and Electrotyping plant of Ransoms Co., 376 Donald Street, has been amalgamated with the British and Colonial Press, on Albert Street. The plant will be operated under the name of the British and Colonial Press, Ltd.

Lithographers Organize Ontario Groups

The Canadian Lithographers' Association is forming a group to be known as the Ontario Division, the headquarters of which will likely be in Toronto. The group is taking up educational work and members of the group have been advised to subscribe to the cost system, credit bureau and employment service of the Toronto Typothetae at a certain sum per month to be decided upon. Several lithographing plants have expressed their desire to secure the services for their own plant and it is expected that practically all the firms in Toronto, Hamilton, London and some smaller places will become members of the group when the cost system will be revised and standardized and all put on the same basis for comparative purposes.

U.T.A. Annual Meeting

Maintaining or Eliminating Labor Divisions the Feature Questions to Come Up at Cleveland—Large Attendance Expected

PLANS for the thirty-sixth annual convention of the United Typothetae of America at Cleveland October 16-20 have been completed. Indications are that the gathering will be the largest in the history of the international body, inasmuch as many important items of significance to the employing printers and their associates will be brought up for discussion and probable settlement.

Two outstanding features will be the question of maintaining or eliminating the labor divisions of the U. T. A., in itself one, if not the most, important of questions to be taken up, and the other being the payment of dues to the international organization. In addition to these factors there will be an elaborate program of speakers, who will take up topics of vital import to master printers and those associated directly with the printing industry.

It is expected that at least 2,000 members will attend this year's convention.

Hotel Cleveland will be the official headquarters of the U. T. A. The trade machine composition division will hold forth at Hotel Winton. Bookbinders will have the Hotel Hollenden for their activities.

This year, more than ever before, attention to entertainment for the women who will attend has been given. In fact, as pointed out by C. H. Patterson, secretary of the Cleveland Graphic Arts Club, members who want to give undivided attention to the business sessions will be able to do so with the full knowledge that their women friends are being taken care of in the way of entertainment and enjoyment of the trip.

The convention will occupy the entire week beginning October 16. On Monday night there will be a theatre party at which the Cleveland members will be hosts, and the visitors their guests. This will be at the State Theatre, now occupied by Shubert vaudeville. On this night Weber and Fields will be present, the theater management has announced.

Tuesday night will be given over to sightseeing in Cleveland, beginning with luncheon at the Winton, where Judge Florence E. Allen will speak. The evening will include a reception, at which the women of Cleveland will be hosts. In the afternoon there will be a tour of East Side boulevards and parks.

Wednesday will be given over to shopping, a trip through the West Side park system, luncheon and dancing at the Cleve land Yacht Club. On Thursday night a dinner dance and reception at Hotel Cleveland, at which officers of the Cleveland Graphic Arts Club will be hosts, will be held. Friday will be given over to a motion-picture entertainment and luncheon at Carleton Terrace.

At the time of going to press the exact number of Canadian Typothetae members who had signified their intention of going to the Convention could not be ascertained. Toronto, however, will send 20 members in all probability; Montreal a like number, and Winnipeg and Vancouver and other centers will be likely represented in proportion. Besides Typothetae members, there will be the members' wives and daughters and others interested in the Convention who will attend, and all combined the Canadian representation probably will be well over 100 strong.

Henry Upton Honored

Behind every important achievement there is certain to be found outstanding leadership. The Long Price List has been achieved for the benefit of Canadian printers, likewise the Marking Act. It required leadership to bring these things to pass.

To Henry Upton, President of the Dominion Printing Company, Montreal, belongs much of the credit for having the Long Price List and the Marking Act established, particularly the Long Price List, and in recognition of the service Henry Upton has performed, a vote of thanks to Mr. Upton was passed at the October 5th meeting of the Graphic Arts Section of the C. M. A. of Montreal.

Gerald M. Markham proposed the vote of thanks, paying eloquent tribute to the unselfish and unstinted work performed by Mr. Upton, as Chairman of the Trades and Legislative Matters Committee of the Association. Several of the members spoke in regard to the motion, which was fittingly seconded by Thos. V. Bell, District Committeeman of District 16, U. T. A. The president then called upon the members to pass a standing vote as a further expression of appreciation to Mr. Upton.

Not only has Mr. Upton been a leader of the movement to secure the Long Price List on paper, and a leader in the movement to secure the Marking Act on imported printing and lithographing, but he has also lead the forces in securing a Long Price List on engravings and electrotypes for the printers of Montreal. Long live Henry Upton!

Experimenting to Make Paper Out of Rubber

One of the most interesting industrial experiments of the day has to do with the use of rubber in the manufacture of paper, according to advice received from the United States. It was a little more than two years ago that Frederick Kaye, an English chemist, applied for patents on the process. Since then, both in America and in England, paper manufacturers have been experimenting with a view to making the process of commercial value.

To date the use of rubber in paper is not on a commercial basis. There will have to be a long period of experimentation before deductions can be made and conclusions reached.

What makes the use of rubber in paper particularly interesting is the fact that the latex, or virgin rubber, is for the first time being proposed for commercial use. The latex as shipped to this country from the rubber plantations of Brazil or the Far East differs from the sap that comes from the rubber trees only in the addition of a small quantity of ammonia to keep the rubber from coagulating and of a small amount of water.

What reaches this country is a white viscous emulsion, resembling heavy cream in appearance and containing from 20 to 35 per cent. of rubber in solution. Chemists have seen commercial possibilities in this latex for several years, but it is only recently that these possibilites have seemed likely of realization.

When Kaye discovered that latex could be mixed with pulp in the beating machine, and that this mixture of rubber with wood fibers produced a paper that was as good to the eye, as smooth as and somewhat stronger than ordinary paper, he indicated a use for virgin rubber that has taken up the interest of paper manufacturers ever since.

The use of from 1 to 5 per cent. of rubber in paper produces a paper that has a greater tensile strength, a greater bursting strength and a greater folding resistance. This means a paper that tears less easily, a paper that resists more perpendicular pressure, a paper that folds without cracking.

Just the exact amount of strength that is added to paper by use of rubber is not known. Some claims have been made of an increase of several hundred per cent. in the strength.

Echoes of Boston Show

Delegates of Toronto Club of Printing House Craftsmen Tell of the Things They Saw at the Graphic Arts Exposition

REPORTS of the delegates to the Boston Graphic Arts Exposition featured the September meeting of the Toronto Club of Printing House Craftsmen, held in the Board of Trade rooms of the Royal Bank building, Wednesday, September 27.

As the official delegates, Chas. Dunnett, Geo. Parry, Cliff Lumbers and O. J. Hutchinson told the club of the wonders of the Exposition and how they were impressed with what they saw.

Another feature of the meeting was the lanternslide pictures of the Toronto party snapped in and around Boston and on the way from Toronto to the convention city. Cartoons of the delegates and song hits, composed by the members of the Toronto party to fit the occasion, were also thrown on the screen, and rehearsed amidst outbursts of roarin' mirth. Kerr Stewart led the songsters, and he, with Chas. Conquergood, chairman of the publicity committee of the club, had charge of the slides. They afforded a rapid succession of laughs at the expense of those who were caricatured and pictured on the screen. That the trip to Boston was without parallel was borne out not only by what was depicted by the lantern, but through the medium of the reports of the official delegates.

The Reports

George Parry reported on some of the new departures in line-up devices exhibited at the Boston show and minutely explained their method of operation. Among the equipment observed by the speaker was the split Gripper, shown by the Typodex Co., of Newton, Mass.; Rapid Registering Device and the Taylor Line-up Table, shown by the Taylor Registering Projector Co., Baltimore; Lining and Registering Forms, shown by H. B. Rouse & Co., Chicago; The Linoform, shown by the Standard Linoform Co., Boston.

Chas. Dunnett reported on the proceedings of the Craftsmen's Convention held during the show. He regretted not being able to attend all the sessions. How could he be expected with such magnificent entertainments going on all sides? The speaker, however, gave a good account of the principal events, interspersing his remarks with shafts of sparkling humor, a sample of which follows:

"The majority of our party put up at the Copley Plaza Hotel, the finest, of course, in Boston. Gentlemen, it was a grand and glorious feeling when you passed in the main entrance of that magnificent hostelry, inhabited by the multi-millionaires of America. The marble rotunda with its softened lights and glittering gold decorations; the gorgeous ballroom with its entrancing music and beautiful setting—I say, gentlemen, it was bewildering to just sit down and watch the 'chickens' as T— S— often did and wonder what he came to Boston for.

"Some of the members of the Toronto party might have been able to go through the whole ordeal from soup to nuts in that palace, but being a *Scotchman* I had to go at it cautiously and decided to practise a little economy. I was tipped off by a porter that if I came in the main entrance and walked around the rotunda three times, then slipped out of the back entrance and across the street I would find a nice restaurant where a good meal could be had at a very reasonable figure. Gentlemen, I was amazed on going into that place to find that the whole darn Toronto delegation were there."

Automatic Machinery

Cliff Lumbers is more interested in automatic machinery than in other lines of printing machinery, and Cliff was commissioned to report on some of the automatic presses he saw at Boston.

"Now, to have automatic machines," said Mr. Lumbers, "the demand for the article that this machine is going to produce, must be created, and in so doing, the low cost of producing is its chief asset, and while the machine is a feature for the class of work it has been built for, in most cases, it is a white elephant on other classes of work.

"Machines of this class are generally built on the rotary web line to produce much more economically than on the flat, and on certain classes of work which must be manufactured cheaply for the user to get the proper value, all operations must be completed at once. This applies to such items as shipping tags, check books, autographic register bills, fan-fold and superfold forms. Being interested in the production of the last named article, and as the Meisel Press Co. of Boston have under construction a press to do this line of work, I went through their factory to look at the manner in which these presses were constructed, and was surprised to notice the wonderful machines they had created to do gear-cutting and cylinder turning.

"In the designing room there were about forty draughtsmen working up different ideas on complicated machines, and the fact of the matter is that all that would be necessary would be to ask for a machine to do a certain thing, and they would do the rest."

Speaking about a press to be installed in the plant of Printing Systems Limited, Toronto, Mr. Lumbers remarked that this press would be 24 feet long, and will print seven colors, punch 880 holes in one revolution with one hundred consecutive numbers throwing off at any given even number. It will be one of the most complete web presses in America for autographic register work.

Everything There

O. J. Hutchinson wound up the reports of the four delegates with a review of the trip to Boston, giving his observations and impressions of the city, the fine entertainment afforded, the magnitude of the show and the importance of the Craftsmen's Convention. Speaking of the exhibits, Mr. Hutchinson said every conceivable machine, with the very latest improvements, was to be seen there.

"The main feature of the convention, was the great exposition of printing, printing machinery and supplies," remarked Mr. Hutchinson. "Every conceivable machine, with the very latest and modern improvements, was to be seen. The dear old Gordon press, which we all loved to 'kick' in our boyhood days, is almost a thing of the past, owing to the many improvements and devices which it has had inflicted upon it. What with automatic feeders, a device attached enabling it to print two colors at once, a device for causing it to print the same form in three different places on a sheet with the one feeding, the Gordon as we once knew it, is no more.

"Then there were the good old fashioned type foundry displays, reminding us of the good old days of the type, stick and rule, when type was type and bad feet, cold faces and 'squirts' were unheard of complaints in the composing room.

"Specialty printing presses of platen, flat-bed and rotary type were to be seen of many makes and for a widely varied range of requirements. The typesetting machine companies all had magnificent displays with many improved models. There were Linotypes, Monotypes, Intertypes, Ludlows and Linographs.

"The thing that impressed me most as I moved about among the different exhibits was the many improvements on standard equipment that would tend to take the human factor out of the work. To my mind, one of the most important functions of the printing house executive is the study of the human factor of his plant. It matters not how good, or how up-to-date your equipment is, or how good your system, it is no stronger than the weakest link, which is the human element."

The foregoing speaker, in conclusion, referred to the eloquent addresses heard at the convention. Walter Phillips, General Manager of the Southgate Press, Boston; and Henry P. Porter, chairman of the U. T. A. Committee on Education;

SOUVENIR AND PROGRAMME

ELEVENTH GENERAL CONFERENCE

OF

THE METHODIST CHURCH



- 1922 -

Souvenir Booklet Cover of the Eleventh General Conference of the Methodist Church, in Toronto

Designed and printed by
THE METHODIST BOOK AND PUBLISHING HOUSE
Toronto, Canada

and B. G. Brady, prominent I. T. U. official, were among the prominent men who addressed the Craftsmen on this notable occasion.

Notes of the Meeting

Charles W. Keates has resigned as president of the Toronto Club of Printing House Craftsmen. Mr. Keates, it is understood, has taken a position with a Detroit firm. His resignation was read at the last meeting of the club and occasioned profound regret among the members. The former president was known in and out of Craftsmen circles as "Charlie" and was very popular in Toronto and highly esteemed as a pressman. He was in charge of the pressroom of the Southam Press for several years. Toronto loses a leading Craftsmen in Charlie Keates.

Herbert D. Tresidder, business manager of Printer and Publisher, as Vice-President of the Toronto Club of Printing House Craftsmen, automatically becomes the president of the club through the resignation of Chas. Keates. Mr. Tresidder assumed his new duties at the last meeting. He is in close touch with the Craftsmen's movement, an enthusiastic worker and is thoroughly familiar with the work required in filling the office of President.

The attention of the club was brought to the "Marking Act" in respect to printed and lithographed products, which was recently passed by the Dominion Government. Secretary Saunders stated to the club that as soon as the passing of the Act was announced he wired the congratulations of the club to the Minister of Customs and Excise. The club concurred, passing a resolution to the same effect. Last spring a resolution was directed to the Government by the club favoring the adoption of Marking Act on printed and lithographed products entering Canada.

The Noble Scott Printing Co. was thanked by the meeting for donating the finely printed notices of the meeting.

It was brought out at the meeting that the program of events in connection with the convention at Boston was not carried out according to schedule. The club registered a protest in the form of a resolution to be sent to headquarters. Another resolution was passed thanking the Boston club for the splendid manner in which the club looked after the visiting delegates, and carried out the program of entertainment.

Give Presses Proper Protection

By J. WEBSTER, Toronto

DURING these days of the high cost of machinery repairs a few words with regard to the oiling of printing presses will not be out of place.

Although the oiling of a press is part of the every day routine of a pressman's or feeder's life it is another case of familiarity breeding contempt, for the act of going around a certain machine with an oilcan gets to be so mechanical that the operator loses his sense of reasoning temporarily until he steps to the fountain or stands on the step with his "lift" ready to "push in." It is not until some day that a squeak or a squeal draws the attention to the fact that there is a bearing that has been missed on the daily round with the "juice-can."

It is not the intention of the writer to go into the scientific reasoning as to what takes place before a bearing actually seizes or a slide grinds but merely to indicate certain rules to go by, that will guide the person whose duty it is to oil printing machinery, for in many shops, this very important function is performed by a porter or watchman at nights so as to save this time, and increase production.

Neither am I going to argue here, as to whether the practice is commendable or not, but there is no reason why a man of ordinary intelligence cannot be entrusted with this job provided he has been given two or three rehearsals as to how to "act" when on duty. If anyone performs the duty of oiling a press who himself has not the responsibility of keeping it going so as to produce results then I would advocate that every place on the machines which had to be oiled be marked with red or white paint (red preferably) so as the attention of the oiler would be drawn to the exact spots, and also it would not be a case of overlapping to have the feeder or pressman go over the main journals such as the cylinder and cam shaft bearings before starting up in the morning.

Four Kinds of Lubricant

To keep a press in perfect condition it is necessary to keep in stock four different kinds of lubricant: a good grade of machine oil, a gear-compound, neats-foot oil, and last but not least coal oil. The former to be used on all closed gearings like the pinion-shaft, cam shaft and bed-motion fear shaft. Most pressmen are familiar with neats-foot oil but enough importance is not placed upon the fact that it is the only oil which keeps leather in perfect condition. The stroke of the bed is cushioned in most presses by leather plungers and if these are not treated properly then the reversing motion soon goes to wreck. Ordinary oil is generally substituted for neats-foot on the plungers with the result that they gradually become too hard to perform the function which they were put there for by the designer and after a while a hissing noise is heard which is a S.O.S. for neats-foot oil, and if not heeded a cut "shoe" or broken star-wheel is the result. Another place where this invaluable oil should be used is the belt which drives the vibrator rollers on some makes of presses. It is not generally known that neats-foot oil applied to the driving belt of any machine will not only add to the life of the belt but will assist it, in giving more "pull" resulting in greater output through preventing slipping.

Gear compound is also invaluable around a pressroom for in most shops "register" signifies whether a press is O.K., ready for repairs and perhaps, in an extreme case, fit to be scrapped, for what good is a press without "register?" Now, gear compound will not make a press "hit fair" if it is already out, but by the constant use of this lubricant a good machine will keep good for years longer than if it were not used. This compound can also be applied on all sliding parts such as the bed-gibs where they touch or glide along the "way-frames."

Then on a certain well-known press it is essential on the shoes where the bed motion-roller controls the bed over the ends. The manufacturers of this machine have recently discarded a felt oil-roller which took care of the oiling of the shoes automatically, but ordinary oil has proved insufficient and a compound is recommended to be used.

Use of Coal Oil

Just a word now on the use of coal oil as a lubricant on presses. Many are the uses of this liquid as a cleaner but it is not generally known amongst pressmen that the closed journals and bearings may be cleaned out every day or week with the addition of a little coal oil introduced in the proportion of one to three with machine oil. It has the properties of acting as a "laxative" to the system of the machine, putting its different organs in a healthy state by washing away all poisons in the shape of paper dust and dried ink which are very unhealthy for a press. The journals of the fountain are a good example where this mixture is a daily necessity, for in hundreds of the fountains I have seen and taken apart I am safe in saying that not one per cent of the journals are in good condition for it is almost impossible for ink to be kept entirely away from the oil holes and after running for a while the oil channels gradually become clogged and a seize-up is the final result. I would suggest that coal oil be used in the proportion I have already stated, once a week on all the journals, bearings and sliding parts and on the fountain journals daily.

If these few fundamental facts be heeded there would be little call around the pressroom for a machinist for about ninety per cent. of repair jobs are caused from improper oiling so that the ultimate result will be greater production and smaller repair bills.

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An Important Act

Printed and lithographed matter imported into Canada on and after the first day of November of this year must be marked to show the country of origin. Thus the Marking Act which Canadian printers and lithographers have long felt the necessity of becomes a realization through an Order-in-Council passed on September 21.

The Trades and Legislative Matters Committee, District 16, United Typothetae, have been leaders in quest of this very beneficial act of the Government. The Toronto Club of Printing House Craftsmen have, too, taken a prominent part in bringing to the attention of the Government the need of the protection a marking act affords to Canadian printers and lithographers. In these columns it was also pointed out that while a general marking act was not likely feasible, no sound reason could be advanced against the passing of a "Marking Act" in so far as printed and lithographed matter is concerned.

Several millions of dollars in printing and lithographing which has hitherto been produced outside of Canada for Canadian consumption will henceforth be produced in this country annually through the operation of the Act. More wheels should turn in the Canadian printing and allied industries and more hands should be employed as a result.

The Marking Act represents fair and reasonable legislation. It is not new. Other countries have passed just such an act. In the United States, which is the most affected by the Canadian Marking Act for printed and lithographed matter, a Marking Act is in operation, and rigidly enforced.

The Long Price List

The "Long Price List" recommended by the United Typothetae has been adopted by Canadian paper supply houses in Montreal and Toronto, and the probabilities are that the Long List method of pricing paper will become a standard practice throughout Canada.

Paper supply houses in Toronto and Montreal, in view of the new arrangement, are now issuing retail price lists subject to a trade discount of 20 per cent. in addition to any cash or special quantity discount.

The Long Price List is really a retail price list. Now how does it work out? The printer sets 20 per cent. as the correct amount of his profit on paper. Therefore he has asked the paper merchants to list their prices 25 per cent. higher than in the net list and then grant a 20 per cent. discount to printers. Under the new plan buyers of printing can still buy paper from the paper merchant but he must pay the same price as asked by the printer. In this case the paper merchant credits the printer with the amount of discount which would have been his had the latter bought the paper instead of the printing buyer.

Experience has shown that as soon as the consumer learns that nothing is to be gained by buying paper direct, he soon permits the printer to buy it for him—as he certainly should.

An example of how the method operates makes the point clear.

33 Reams 25x38—60 Machine Book 1908, 9½ lbs.	$183.15
Less 20 Per Cent.	36.64
Net	$143.51

In this instance the listed price is $183.15. The discount is $36.64 and the price paid by the printer is $143.51 The consumer is charged the list price or $183.15 and so the printer makes a profit to the extent of the amount of the discount $36.64.

The Long Price List, or Retail Price List, as it may eventually be called, is a boon to the printers of Canada, and printers at large are indebted to the activities of the United Typothetae of Montreal and Toronto for bringing this measure of legitimate protection to pass.

Short Course in Journalism

Short courses in journalism at the University of Toronto are likely to be continued. The attendance at the course this year, September 11 to 16, was sufficiently encouraging to decide the University authorities to contemplate a course next year.

Ninety-eight names were registered at the University Extension office for the course, fifteen only however being from the weekly publishing field. W. J. Dunlop, manager of the University Extension work, intimated to Printer and Publisher that sufficient interest has been shown to warrant the continuation of the course, notwithstanding the fact that weekly editors and their staffs, for whom the course was primarily intended, did not attend in expected numbers.

The opinion was given by a prominent weekly publisher that the time set for the course was not altogether convenient for rural editors to attend, which, if correct, would account to a considerable extent for the small attendance this year. If the weekly press wish the time of the course moved forward or set back, the University will in all probability be very willing to make suitable arrangements.

The course this year attracted people of various callings and while it did not meet with expectations from the point of view of the number of students in attendance, was in every other respect a complete success. The lectures, comprising some twenty-five in all, were of a high standard, and full of instruction and interest.

Enforce Space Rates

Enforce card rates for advertising. It is sound and profitable business practice. We know of a weekly publisher in British Columbia who has found the practice beneficial, and the experience of this publisher might well be passed along to advantage.

A firm in the United States which has been carrying on an extensive advertising campaign throughout Canada asked for space rates. The rates were submitted, and a considerable reduction was requested. "It seems papers in British Columbia have much higher rates than elsewhere in Canada," stated the advertiser, who went on to quote rates as low as 10 cents and 7 cents an inch which were alleged to prevail in different sections of the country for papers of equal circulation.

The Western publisher was not in a position to ascertain how much truth was contained in the assertions of the advertiser, nor was he particular about being correctly informed. As far as he was concerned comparisons were odious. He knows what space in his paper is worth, and nothing less than legitimate space rates would be considered. Did he lose the contract? Not at all. The contract was signed at the proper rate—and the confidence and respect of the advertiser for the publisher was considerably enhanced, we are firmly persuaded.

Strict enforcement of card rates is a commendable standard of business practice.

Edmonton Journal Industrial Number

A special Industrial supplement of the Edmonton Journal, dated September 26 and published in connection with the visit to Edmonton of the British Parliamentary and Montreal Board of Trade party, contains some interesting information bearing on the development and aspirations of central and northern Alberta.

D. M. Duggan, Mayor of Edmonton for the past two years, in welcoming the party referred to the "development of this outpost of the Empire." Less than twenty-five years ago Edmonton was little more than a village and its name, where it was known at all, was associated with Indians and half-breeds, trappers and furs, and a few hardy pioneers. To-day, it is a rapidly maturing city owning its own street railway, power plant, waterworks, electric light and telephone departments and is the capital of a province with unlimited resources and potentialities.

From 2,626 in 1901, its population grew to 61,045 in 1922. It has $55,000,000 invested in private and public buildings; gross assessment of land is $54,000,000; while 85 wholesale houses and 90 separate manufacturing establishments enjoy an increasing business turnover.

It is also interesting to note that 25 coal mines adjacent to Edmonton produce 1,000,000 tons of domestic coal per year and that the butter factories of Edmonton manufacture 7,000,000 pounds of butter per year, while 66% of the butter of the province is made in Edmonton's trading territory.

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"Shop in Kingston Week"

In co-operation with the leading merchants of Kingston, the "Standard" recently published a Fall Fare Refund Edition, inaugurating a "Shop in Kingston Week" with special appeal to out-of-town readers.

The edition is an excellent example of community advertising; practically every merchant occupying space offers special price reductions plus the refund of fare to and from the city during the week.

Under the plan, shoppers were allowed to distribute their patronage among as many different stores as they desired and, provided the aggregate purchases reached the minimum total decided upon, the cost of their railroad fare (both ways) was refunded at the office of the "Standard" in exchange for their receipts.

A feature of this edition is a full page advertisement in which the local theatre co-operates with several merchants. In the spaces occupied by the latter are portions of a cut which when pasted together properly forms a picture. Sixty free tickets offered by the theatre are intended to stimulate the interest of the readers.

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Sale of London Advertiser

N. W. Rowell, K. C., and E. W. Wright appeared before Justice Middleton at Osgoode Hall, Toronto, September 23, to ask for an injunction on behalf of H. B. Muir, shareholder and managing director of the London Advertiser, to restrain T. H. Purdom, K. C., and W. F. Herman from acting upon or carrying out an agreement for the sale of the London Advertiser to Herman for $175,000.

Muir himself was a possible purchaser of the paper, and objected that his interests had not been consulted in the sale, which he had understood was for $200,000.

Justice Middleton refused the injunction, on the understanding that if the defendants proceeded they did so at their own risk. The costs are left to the trial judge.

The Advertiser was established in London in September, 1863, and has never missed a publication since that date. In January 1914 it commenced a morning as well as an evening edition, and has continued to do so since that date.

In politics the paper has always been Liberal, and for a number of years has been owned by a stock company, the head of which was Mr. Purdom. The latter has stated that the paper will continue to be owned by a stock company of which Mr. Herman will be the head.

Radical adjustments in the personnel of the Advertiser are forthcoming as a result of the reorganizations which Mr. Herman and Mr. Young are to conduct, it is stated.

Prominent in the Printing Industry of Canada



THOS. V. BELL

President and General Manager of the Thos. V. Bell, Limited, Printers and Manufacturing Stationers, Montreal.

Born in London, England; came to Canada 1885. Started with Morton, Phillips & Bulmer as message boy 1889. Served apprenticeship to bookbinding 6½ years under Late Henry Morton. After apprenticeship, gained experience with several other houses in Montreal as foreman, superintendent and manager, and finally in March 1919 came back to his starting point, by acquiring his old firm of Morton, Phillips & Co., which was sold by the liquidators, after its insolvency, and the business is now regaining in a large measure its former high standing.

Thos. V. Bell is a most enthusiastic worker in the interests of Typothetae, which is, of course the interest of his fellow printer, and in view of that and the splendid support that he is receiving from District No. 16 there is no question about its continued progress.

Mr. Bell is also Secretary-treasurer of the Montreal Stationers' Association.

The Passing of Grant Rice

The many Ottawa friends of Grantland E. Rice, veteran writer, received the news of his death at Vancouver with considerable regret. Grant was well and favorably known in Ottawa, having played professional ball there in his younger days while still a student at Syracuse University. From Ottawa, after a short ball-playing tour in the Southern States, he returned to Canada and founded the Cobalt Daily Nugget. He was for many years editor of The Pas Herald, and is credited with being the founder of The Pas Dog Derby, and was primarily responsible for the success of the first and subsequent races. He has also written a book on dog racing. The Ottawa Evening Journal for the past few years has been represented at the World Series by Mr. Rice.

Progressive Printers

Dadson-Merrill Press, Ottawa, Forging Ahead—Now One of the Capital's Leading Printing Establishments

THE Dadson-Merrill Press, Limited, Ottawa, have just completed purchase transactions for the building at 246 Sparks street, where they have been located since May, 1918, at which time business expansion and a general re-organization of policy and equipment forced them to leave the much smaller premises which they then occupied at 47 Bank street. The original firm was known as Kuhn Brothers, and were publishers of the then locally popular paper "The Dipper." In 1912 the firm of Kuhn-Merrill were incorporated, Horace Merrill taking over the interest of F. Kuhn.

Kuhn-Merrill in those days were but small factors in the capital's printing industry, and occupied but two floors of the building on Bank street and had as equipment three Gordon presses. To-day as the Dadson-Merrill Press, the company is right out in front as one of Ottawa's leading printing establishments, and the purchase of this valuable business site, right in the heart of the business section, is testimony of the success which the business has enjoyed.

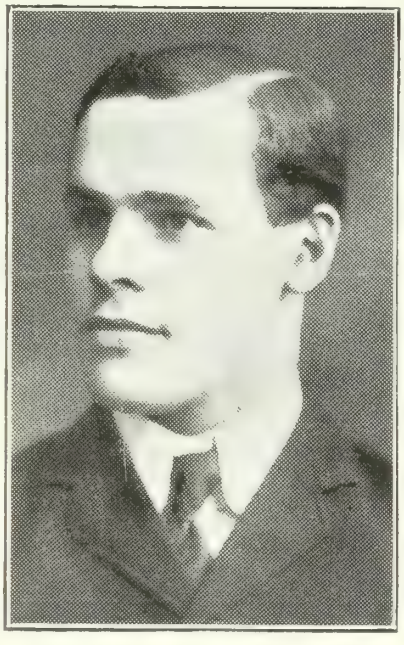
The building just purchased is of solid brick construction, three stories high, concrete floors throughout, and is exceptionally well ventilated, and operation under daylight conditions is possible practically the whole day, the building being generously supplied with windows to the front, rear and east side. The first floor is used as a stock room, with offices and two cylinder presses on the second floor, and on the third floor is the composing room, three typesetting machines, a battery of Gordon presses and bindery.

The Dadson-Merrill Press in addition to having a well established job printing business, publish a number of monthly and semi-monthly papers, and specialize in catalogues, folders, broadsides and loose leaf forms for any system. Particular attention is given to colour process work, and in this line the partners are justly proud, and can show some of the most creditable work which has been turned out in this city.

H. Merrill, president of the firm, is one of Ottawa's most popular athletes, and was for a number of years a little Rock of Gibraltar on the defence of the Ottawa Hockey Club, and a paddler of considerable prominence. To-day, past his athletic prime, Mr. Merrill devotes his energy to boosting the Kiwanis Club.

S. F. Dadson, Secretary-Treasurer, is also a Kiwanian, and though not an athlete says he is right there when it comes to printing. Mr. Dadson became a member of the firm at the death of H. A. C. Kuhn in 1915, when the Dadson-Merrill Press were incorporated. Mr. Kuhn was also an athlete, and his death in the spring of 1915 was attributable to a kick in the back which he received while playing with the Ottawa Football Club in Hamilton in the fall of 1914.

Messrs. Dadson and Merrill extend cordial invitation to members of the trade to call around and inspect the plant, when visiting in Ottawa.



HORACE MERRILL

President, The Dadson-Merrill Press Ottawa.



S. F. DADSON

Secretary-Treasurer, The Dadson-Merrill Press, Ottawa.

The Reformer Continues in Capable Hands

ON SEPTEMBER 1, the entire business of the Reformer Printing and Publishing Company, Oshawa, passed into the hands of new owners. Announcement to this effect was made in the August issue of this paper, and according to the agreement signed all the capital stock of the company and also the Reformer Building (the latter being owned personally by Chas. Mundy) was transferred to J. C. Ross and J. Ewart MacKay. Since the first announcement was made we have learned that the new company is incorporated at $60,000.

The sale is one of the most important in Ontario publishing and printing circles in recent years. The Ontario Reformer had come to be regarded as one of the leading newspapers in the smaller cities, while the job printing business attained proportions that made it known and talked of throughout the province.

The Reformer for the past half century has been in the hands of the Mundy family, father and son. During the past three years, A. R. Alloway, formerly editor of The Canadian Printer and Publisher and assistant-manager of C. P. A., has been associated with C. M. Mundy in the general management of the business.

New Owners Well-Equipped

The two new proprietors are both well and favorably known in newspaper and printing circles and are well equipped not only to carry on the present Reformer business but to keep abreast of any opportunities for still further expansion such as is almost certain to occur in a thriving industrial centre like Oshawa.

J. C. Ross is a brother of D. M. Ross, M. P. P. for North Oxford, and first entered newspaper work with the Toronto Globe as their Montreal correspondent. He later became associated with the Hon. W. S. Fielding as managing editor of the Montreal Journal of Commerce. He subsequently became managing editor (and business manager as well) of the Farmers' Sun, and it was during his two and a half years of management that the Farmers' Sun climbed from the lowest among Ontario papers to first place in both circulation and advertising volume carried.

J. Ewart MacKay is the eldest son of J. F. MacKay, who for fifteen years was business manager of The Toronto Globe. He was connected for some years with the Mergenthaler Linotype Companies in New York, Chicago, New Orleans and Toronto.

Higher Prices for Pulp and Paper

According to the latest advices in the pulp and paper trade concerning market conditions no surprise would be expressed if further advances in prices are shortly recorded. The demand appears to be constantly broadening as paper manufacturers are increasing their operations and need larger supplies.

Another reason for expecting stiffer prices is the fact that certain grades of pulp are scarce and the ouput is not sufficient to meet the current demand.

Kraft pulp is particularly firm in the United States and prices are unmistakably on the up trend. Scandinavian kraft pulp is now said to be a scarce article in the New York market. Trade reports state that importation of pulp from Scandinavia is limited owing to the fact that ship space is loaded with coal.

The statistical position of the pulp trade is very strong at present. Both mill and producers' stocks are extremely low. Large stocks of paper acquired by important consumers during the war have now been liquidated and demand is normal again. Mills have until recently only been manufacturing to order so that stocks are practically only a few days ahead of requirements whereas they should be months.

With the return of normal business in the paper trade this situation has reacted sharply on the pulp market and the present demand is such as to lead to the belief that prices will be forced higher through competition for supplies. This situation is said to apply abroad as well as in the United States and Canada so that interesting news may be forthcoming from that quarter.

From advices concerning the demand on Scandinavian mills by Great Britain, France and other countries it seems unlikely that American consumers can expect very much relief from that quarter.

New Proprietors of the Ontario Reformer



J. C. ROSS
Managing Editor.



J. E. MACKAY
Business Manager.



This picture of the Miller Saw-Trimmer Company's exhibit at the Graphic Arts Exposition gives an excellent suggestion of what the big show was like. The Miller booth was one of the most prominent, occupying the entire stage, but it was similar to most of the other exhibits in character, though somewhat larger than most of them in size. The fine results obtained by exhibitors can be well judged from this picture of the Miller exhibit, and the striking effect of an entire building full of displays like this can be easily imagined.

Pulpwood Conveyors at Sorel, Que.

The Quebec, Montreal and Southern Railway Company have installed two pulpwood conveyors at Sorel, Que., with a capacity of 400 cords per day. They will transfer pulpwood from barges to cars. These conveyors are run by electricity. The machinery was purchased from the Williams & Wilson Co., Montreal, and the work of erection and installation was done by the Engineering Department of the Q. M. & S. R., under the supervision of the division engineer, E. L. Gibson.

The work was all completed on July 22nd, and thoroughly



Conveyor in Operation.

inspected by the Superintendent, A. L. Currie, of the Q. M. & S. R. and a staff of experienced men. On Monday, July 24th, the local authorities were shown around the new installation and they declared themselves highly satisfied that this feature would work satisfactorily and bring business to Sorel and work to a number of men, besides attracting the attention of the pulpwood industry.

The first pulpwood to be unloaded came in on the barge "La Marguerite" from the Tourville Lumber Company, Louisville, Que., This was unloaded on Tuesday July 25th, and the conveyors worked very well for their trial unloading.

Since that, other barges have been unloaded and it is said that there will be a constant stream of barges from now on. This pulpwood is being shipped on cars from Sorel to the United States, via Q. M. & S. R. to Rouses Point, passing St. Hyacinthe, Iberville Junction, Noyan Junction and Rouses Point, N. Y., a total distance of around ninety miles, only. This is a good and efficient way of shipping to the United States as it cuts down a great deal of time in the delivery, and therefore better service, at a less cost.

As improvements are thought necessary, they will be made from time to time as the management of the railway is on the alert to give the best possible service, and the engineering department have constant supervision over the operating of the conveyors to insure the best possible efficiency.

District Press Meetings

A number of important weekly press meetings have been arranged for the latter half of October in Ontario. Essex and Kent District Press Association will meet at Chatham, October 20. Lorne A. Eedy, Walkerton, will be one of the principal speakers at the meeting.

A meeting of the Simcoe and North York District Press Association has also been called for October 20. The meeting will be held at Newmarket. The district price list will come up for revision, and other important matters will be discussed. H. A. Nicholson, editor of Printer and Publisher, will give a half-hour address on newspaper typography, and after the close of the business session the Newmarket Board of Trade propose to take the members for an auto trip to points of interest in the vicinity of the town. Luncheon will be served at the King Edward Hotel at 12.30.

On October 27, Wellington and Dufferin weekly publishers will meet at Orangeville. The speakers for the occasion include H. P. Moore, Acton; Fred Elliott, Alliston; J. R. McIntyre, Dundalk; A. W. Wright, Mount Forest, and E. Roy Sayles, Toronto.

LAY-OUT AND DESIGN IN PRINTING

2.—The Elements of the Printed Page

By Harry L. Gage, Assistant Director of Linotype Typography, Canadian Linotype Limited

THE proverbial traveler could not see the forest because there were so many trees around him. It is similarly all too easy to be so much concerned with body type, headings, captions, decorations, and illustrations, that the one big fact is overlooked: they are all merely units in the general plan of the page. This point of view is quite necessary as an approach to any problem of lay-out, and equally vital in judging any piece of typography.

The painter studies his work from a distance, through half-closed eyes, so that the details of his picture may go out of focus and merge into the big masses of color whose arrangement may make or mar the final result. But the layman often surveys a group of paintings like a human microscope, delighted if he can find minute and photographic detail, and inclined to scoff at the artist who would have him look for the larger effects. The typographer must acquire the painter's knack of viewing his work in the mass. There are two simple methods—the one mentioned here, of half-closing the eyes, which softens and melts all the detail; the other, to turn the page upside down. The latter appears foolish at first thought, but the inversion of type, etc., removes all the elements by which the eye is diverted; type can no longer be read easily, illustrations become meaningless, and the eye is unhandicapped in its critical judgment of general relationships and effects.

In Figure 5, the effect of merging or massing the details of a pair of pages has been accomplished photographically. The pages shown in full detail in Figure 6 have been reproduced as viewed through half-closed eyes. An analysis of the massed pages brings out those elements of design in the page which must be considered in laying it out.

The diffusion of detail in Figure 5, leaves the body-type lines as parts of a gray mass. Detached lines become unit masses, as do decoration and illustration.

The same pages, from a book designed by William Morris, at The Kelmscott Press, are reproduced by halftone in Figure 6. If the reader will study Figure 6 with half-closed eyes, he will see how the camera has produced the gray masses in Figure 5.

The supreme need for harmony controls every element and detail. Harmony is "a normal state of completeness in the relation of things to each other." In the terms of this definition it becomes obvious that a harmonious typographic scheme must seem completely related in all its details. From the big impression which is intended to be conveyed to the reader to the least significant line of type there must be no item or effect which the critical observer will desire changed. In our diffused or massed pages, this means that we must look for harmony of shape, tone, and color.

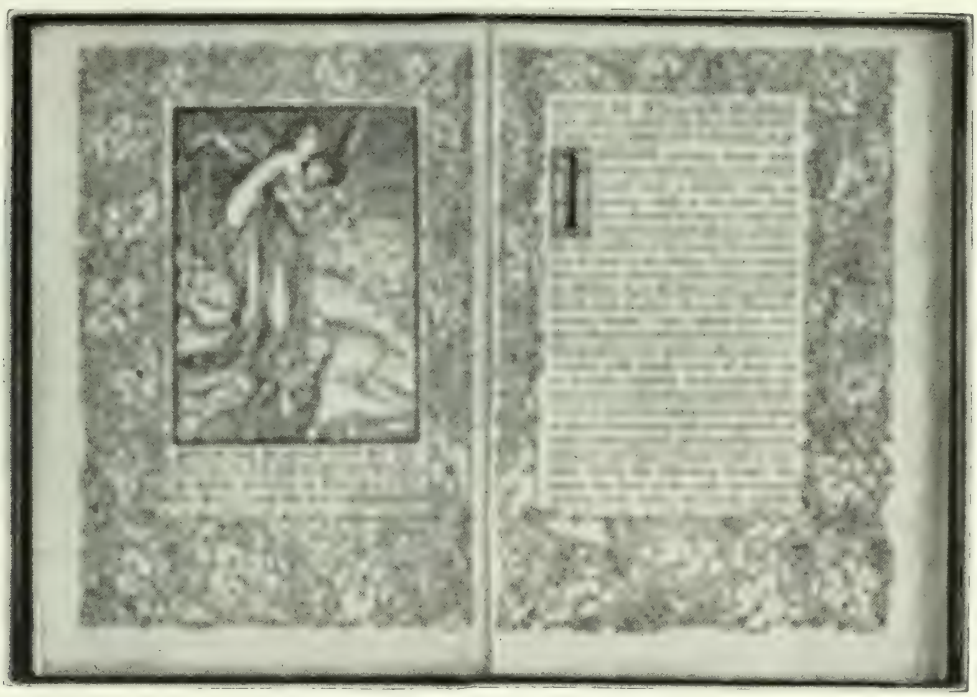


Figure 5. Pages photographed out-of-focus to show elementary masses

Harmony of shape will result from the use of general shapes that are related. In the pages shown, the type page is harmonious with the paper upon which it is printed. If a narrow measure were chosen for the type it would not be pleasing on the broader page. If a shorter type page were used, there would be an unpleasant contrast of shapes. In laying out the general shapes for type space, the arrangement of masses of body-type can easily be made to conform to the shape of the page. Breaking up the various parts of a displayed page often brings difficult shapes to handle. Single lines that cannot logically be broken, as firm names for instance, make insistent

horizontal bands that must be tied into the page by careful grouping.

Harmony of tone is a quality more subtle and difficult to control. The word tone is here used as meaning the general relationship of a mass to pure white or solid black, *i, e.*, a colorless gray whose "value" or relationship to either black or white is its only characteristic. There has been a widespread impression that all the elements of a page should have the same gray tone when viewed *en masse*. Such a page would be monotonous in the extreme. The most interesting effects are secured by the use of contrasting tones, as witnessed in the recent vogue of black backgrounds and black borders, deliber-

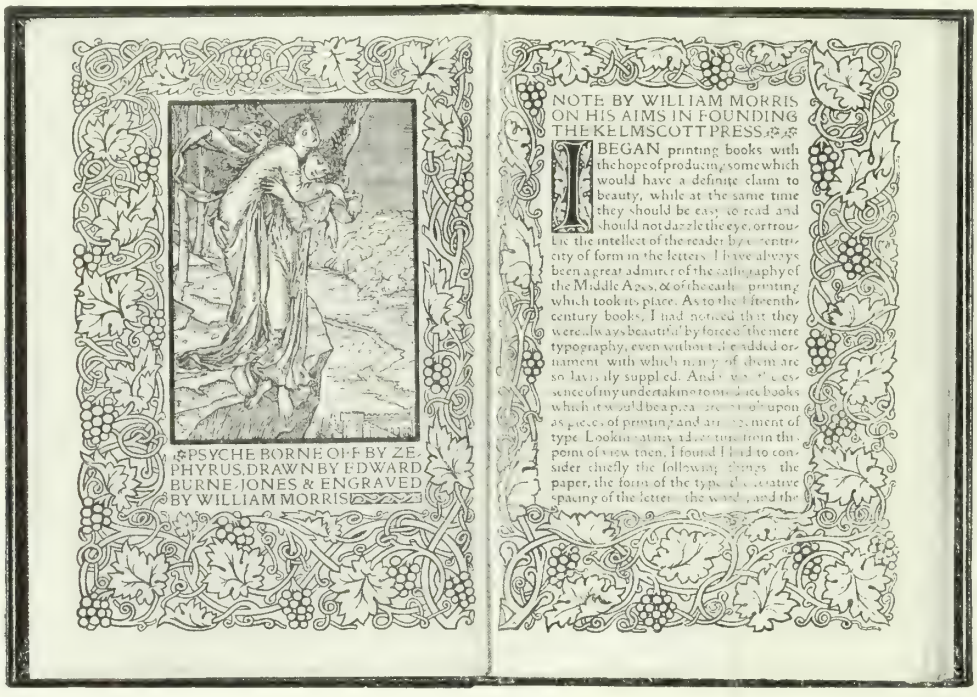


Figure 6. Detail photograph of pages shown in Figure 5
Original book 5 inches by 8 inches

ately used to throw more delicate elements into strong relief. Such effects are not accidental.

Harmony of color is not always a problem of layout. But the designer of printed matter must have color judgment. This element will be treated at length later in this series. It is mentioned at this time to show the many considerations which confront the designer before he gets into the details of his problem. If he keeps his preliminary conception "out of focus," seeing only general shapes, the placing of various masses of contrasting but harmonious tones, he can build a framework which will remain sound when he starts the later elaboration of detail.

Make It In Canada

Carbon black is the name given to the finely divided soot deposited on a metallic surface by burning gas. Over one-third of the total amount of carbon black produced is used in the making of printing inks, according to information furnished this paper by the Department of Interior at Ottawa.

United States is the chief producer of this commercial necessity and in the year 1920 some fifty-one million pounds were made from natural gas. Of this amount approximately 40% was used in the rubber industry, 35% in the making of printing inks, 10% distributed among miscellaneous uses and between 15 and 20 per cent. was exported. Before the war, United States exports were one-third of the total production, but this amount will probably never again be reached because of the ever-growing demand in home industries.

It therefore behooves Canada to look to her own resources for the manufacture of this substance, since in 1921 the imports of blacks (including lamp, ivory, bone and carbon) amounted to 3,494,416 pounds representing a value of $445,-470 as compared with 3,079,315 pounds valued at $308,698 in 1920. The increase in 1921 was beyond doubt due to greater importation of carbon black.

It is true that no locality welcomes the prospect of having its natural gas, so potential for domestic uses, burned up in a few years in the making of carbon black, but in the sparsely settled districts of northern Alberta and the Northwest Territories, there are abundant supplies of natural gas for which there is no market as domestic fuel. The fact that no use is being made of this resource suggests that in the future it may be indeed good economy to make carbon black from natural gas for our own industrial needs.

Modern rotary printing presses require an ink that will dry rapidly so as to permit the presses to be operated at high speed. The ink must flow freely and make an instantaneous and legible impression, and an ink from carbon black possesses all these qualities.

Valuable as it is to printers and publishers, carbon black finds a use of no less importance in the automobile and other industries.

In carbon black, during the last seven years, the rubber industry has found the superior colouring and reinforcing ingredient. The familiar black tread automobile tires are requiring twenty million pounds annually, with a possibility of the demand far exceeding the supply. In many products of our every day lives, carbon black finds a place.

Yet for this highly important commodity we are dependent on importation. Why is "Made-in-Canada" not said of carbon black? The view that possible places of manufacture are too far removed from the market seems highly questionable. The increasing demand for carbon black, at any rate, should cause promoters of Canadian industry to consider future possibilities.

The Practical Cost System for Printing Offices

By R. T. PORTE

VI.—Summary of Cost and Profit and Loss

HAVING ascertained the time consumed in each department of the printing plant for a month, you are now ready to finish the building, and know your cost of production in your own plant. For this we have a blank called Summary of Cost and Profit and Loss, and we will take this up item by item, and explain each fully as we have in all the rest. Illustration, cuts numbers 10 and 11.

The erection of the foundation and superstructure of a building by good workmen is an easy matter, and can be done without much trouble, but when it comes to the "finishing" a different problem is at hand. The finer touches must be given in the finishing and it is the same with the cost system.

The keeping of the Job Register, the Daily Time Tickets, the Job Record and your Record of Chargeable and Non-chargeable Hours can be done very easily and by a clerk or girl somewhat familiar with the printing business.

The Statement of Cost, however, presents a different problem, and needs more study and closer application and insight into your business than any other part of the cost system.

The Statement of Cost may well be compared to the doors and windows of a building, through which one can receive light and enter into a full understanding of the productiveness and the profitableness—or lack of it—of the entire plant, or any department of it.

Here are gathered all the results of the month's work. You take your expenses, your pay roll, your depreciation, interest on investments, taxes and every expenditure made for the benefit of the business, and come to the final steps in determining the time cost of your productive hours; only salable hours are productive hours; all non-salable hours are non-productive. The office work hours, distribution and cleanup hours are of no value to the customer and are, therefore, non-salable hours.

The first important question in figuring your costs is: What is the value of the plant? If you have an accurate inventory this work is fairly easy. If not, there is only one of two things to do: take an inventory of your plant, or make a fair and full estimate of its value by departments. Using either plan the value of the plant should be fixed on the present purchase prices of the various items of the equipment, and not on what was paid for them when purchased nor on an appraised value of present worth which would be used for insurance purposes. The reason for this will appear later.

The top line of the blank for obtaining your costs is headed "Department Investment." By this is meant what each department is actually worth at present purchase value. Do not figure what the "business" is worth, but what the material of the equipment in each department is worth at the purchase cost of today, not what it may have cost you when bought.

That you may have a fair idea of what should be included in each department, we will enumerate items under separate headings. To the value of the material in each department should be added a fair amount to cover the freight and installation charges on the equipment, especially so on all machinery in the plant. Installation charges include the cost of all wiring for motors, all belting and other power connection, also where a cement or other foundation or pit has been put in for the cylinders or other machinery, the cost of these should all be added to the departmental value.

Office: The amount for this department should include all office furniture, such as desks, chairs, tables, typewriters, safes, books, and other items for office use in conducting the business.

Machine Composition: Present cost value of the machine, including all extras, extra magazines, all matrices and liners, metal melting pot, motor or engine, linotype metal, small tools, cabinets, etc. If a monotype, include both caster and keyboard, compressors, motors and all extras.

Hand Composition: The present purchase value of all type, rules, leads, and slugs, wood and metal furniture, cabinets, galleys, stands, stones, proof presses, cuts, chases for cylinder presses, quoins, and every item used in setting type and getting forms ready for the press room.

Cylinder Press: The value of the press, extra rollers, belting, power wiring, motors or engine and all extras of every nature. If attached folder is used, include this in the value. If a detached folder, include that in the bindery.

Job Presses: Value of the presses, including motor or engine wiring, power switches, belting, etc., all extra rollers, extra chases, drying racks, stock table, and everything pertaining to the presses. If you have one engine or motor that runs both the cylinder and job presses, the cost should be divided proportionately between the two production centers, on the basis of power required by each.

Bindery: In a small office, this would only be run as one department and the value of stapling or stitching machines, unattached folder, one-third the cost of the paper cutter, tabbing implements, perforator, and all other machinery and tools used in the bindery. In larger shops classify the equipment according to the explanation given in chapter covering the bindery work hours, between the two or three bindery departments.

Stock Room: Two-thirds of the value of the paper cutter, the value of the shelving, tables and everything used to store and handle stock, but not the cost of the paper or other merchandise on the shelves.

With these items figured out, and put at the head of each column on line "Department Investment," you have made the first step in getting your own costs of production.

Department Pay Roll: The next item to figure out is the pay roll. This is one of the hardest parts to figure, but we have tried to make the proposition as simple and as easy as possible. On the page where you have filled out the chargeable and non-chargeable hours used in your plant, you will find at the right a space headed, "Summary of Pay Roll." Illustration, cut number 9 in previous issue. On the spaces place the names of the employees who have used daily time tickets for the month, and opposite the names the amounts paid them in wages for the month.

Care must be taken to use the full number of working days for the calendar month—not a period of four weeks. The amount of the wages should cover all the time for the month, regardless of whether the amount has been paid the employee or is still to be paid. In other words, this amount is the labor-cost for the month—not the amount paid out. Salaries of people who are not using the daily time tickets, yet draw pay, will be taken care of later. If the proprietor or manager or one of the office force uses a daily time ticket his salary covering the hours on his time report must be included in the pay roll.

Add up the total pay roll; then add up the total number of labor-hours, both chargeable and non-chargeable, used during the month from your Record of Chargeable and Non-chargeable hours. The total amount of the pay roll is then divided by the number of labor hours, and the result is the labor-cost unit per hour in your own plant.

The next step is to ascertain the labor-cost of each department. For this, take the labor-cost per hour as the unit and then multiply the total number of labor-hours, both chargeable and non-chargeable, of each department by the labor-cost unit, which gives the cost of the labor for each department. Add these, and if they do not exactly agree with the total pay roll, make such slight changes in the several departments as will make the two totals agree.

But, you may say, I pay one employee only $20 a week and another $35: why combine them? The question of the differences between the individual labor or wage costs has comparatively little effect upon the ultimate cost per hour. The $20 a week man no doubt needs and gets supervision by the

$35 a week man, and to get a correct cost, the wages of the two must be combined in the totals, and you cannot get labor-hour cost except in this manner.

Remember we advocate this simple way of ascertaining the labor cost in offices where the employees work in all the departments. If the case should be that an employee is employed on a typesetting machine or the job presses, exclusively, then that labor cost may be charged directly to that department, and the hours not taken into consideration in dividing the labor cost in the other departments. We do not, however, advise this method because as a general principle, for the smaller shops, the first method gives a better and more uniform cost, as general supervision is practically always given by the higher priced help, even though the actual work supervised may not be done in their department, and all departments should bear a just proportion of the supervision cost.

Note.—Many so-called cost experts have fallen down on this by trying to make the distribution of cheaper labor wage meet the preconceived, and usually erroneous, ideas of the "front office." If you want the actual costs, and not such as will conform to a preconceived idea, you must take into consideration some allowance for supervision. The labor-hour cost is but one factor in your hour cost of production, just as rent, heat, etc., are but single factors. You can never base a real cost of production on the price paid for labor, as will be readily seen when you consider all the other elements which enter into the production costs.

All the hours are used in ascertaining the labor-hour cost, and that is one of the reasons why both chargeable and non-chargeable hours have been so carefully kept track of. The non-chargeable time is a large factor in the labor cost, as all the expense of this time must be borne by the chargeable, or productive hours, for these latter are the only salable hours.

Rent and Heat: The next factor or unit of cost is rent and heat. The rent is an easy problem, as it is usually paid by the month. For the item of heat use 1/12 of the total cost for the year, adding the amount to the rent each month. This amount is to be charged against the departments in proportion to the floor space occupied by each department. In determining the space for each department measure up the square feet of floor space used by each department for its operations. Do not take into account the floor space used for aisles or passageways, toilet rooms, coat rooms, stairways, elevators, etc. This space is for general use and should not be charged against any of the departments. Omitting this space will simply raise the rental rate per square foot of used space a trifling amount and each department will automatically assume its cost in the slightly increased charge for the space they use.

Statement of Cost and Profit and Loss

DEPT INVESTMENT	$304.00	$	$3075.00	$1018.00	$595.00	$
Units of Investment	12		123	41	24	
ITEMS OF EXPENSE	Office	Machine Comp	Hand Comp.	Cylinder Press	Job Press	
Department Pay Roll	102.47		195.87	8.54	34.73	
Rent and Heat	5.00		28.00	4.80	3.85	
Light	4.00					
Power				3.00	4.20	
Insurance and Taxes	1.26		12.90	4.30	2.50	
Interest on Dep. Investment	2.04		16.25	7.37	3.50	
Depreciation	2.50		40.59	8.52	4.55	
Bad Accounts	5.50					
Spoiled Work	7.25					
Office Stationery and Postage	28.75					
Advertising	15.25					
Telephone, Telegraph, etc.	4.00					
Selling Expense and Com.						
General Office Salaries Organization Dues, Donations, Charity, etc.	23.50					
Water, Soap Towels, etc.	3.25					
Int. on Borrowed Money or Purchase Contracts	6.85					
Miscellaneous Expense	5.50					
Total Office Expense	223.12					
Direct Department Expenses as per Summary*			5.50	5.75	3.80	
Total Department Cost, without Office Expense			259.11	42.28	57.67	
Distribution of Office Expense			121.27	9.31	38.11	
Total Cost of Departments			420.38	50.59	95.78	
Chargeable Hours of Each Department			175	13	55	
Net Cost per Chargeable Hour			2.40	4.22	1.74	
Average Net Cost for Months						

NUMBER 10

Note.—If the building housing the printing plant is owned by the business itself or is listed as a part of its assets, as in the case of a corporation, or is owned by the proprietor of the business, a rental for the space occupied must be included in the monthly expense to the same amount as would be paid for the same space to any other landlord. In the absence of any stated figure the proper rental charge may be determined as follows: Figure the interest on the present sale value of the land and building, not the appraised value for taxation purposes, at not less than 6 per cent. per annum and at a higher rate if local conditions warrant. To this amount add the taxes on the property and the insurance on the building, and also all the expense items which naturally are carried against such property, such as street improvements, street sprinkling, sidewalk and sewer taxes and repairs, using the average annual amount. Depreciation on the building must be figured at a fair and equitable rate. On brick, stone and cement buildings the usual rate for depreciation is from 2 to 3½ per cent., and on frame buildings from 5 to 7 per cent. per annum, based on the building cost and the character of the building originally. This amount is to be added to the amounts above, the total divided by 12 which gives the monthly rental charge on the building at cost, but to this should be added a fair rental profit, as the owner is properly entitled to a profit over and above the interest on his invest-

ment. If the building is occupied by others besides the printing office the amount of the rental should be adjusted fairly as between the occupants.

Light: Enter the total amount of the cost of lights in the column headed "Office," when it will be later distributed against the departments.

Note.—The old method of distributing light expense in proportion to the candle-power of the lamps installed for use in the departments is palpably wrong, and results in penalizing the less important production centers which are usually located in the darker portions of the work rooms. Every production center is entitled to sufficient light for its operations and if it is so located that it does not receive enough daylight for that purpose it should not be loaded with the expense of artificial light because of its unfortunate location.

machine. Total the accounts for all machines and see that the total agrees with the amount of the power bill; if it does not, then add or subtract a few cents to or from the amounts for each machine until the two totals agree. If there are two or more machines in the same departmental groups, as two jobbers, total the amounts of the power cost for the machines in that group. Enter the power cost for each machine or group of machines on the power line in the Statement of Cost under the proper department heading.

Note.—In a plant where the machines, or groups of machines, are driven from one or more large motors the procedure is similar to the above. The running hours of each machine are to be multiplied by the power required to drive that machine. A 10x15, or smaller, jobber requires ½ horse-power, larger jobbers ¾ horse-power, a Universal type jobber

For the Month of May 1920.

$378.00	$170.00	$5540.00	Dept. Expense Summary *Carry to separate columns on Direct Department Expense Line		STATEMENT OF PROFIT AND LOSS	
15	7	322				
Bindery	Stock Handling	Total Disbursements	STOCK HANDLING		Items	Amount
38 71	4 68	39 00	Knife Grinding	50	Amount of Job Work for Month	612 00
4 15	4 20	50 00	Wrapping Paper, Twine, etc.	1 80	Amount of Advertising for Month	12 4 00
		4 00	Other Expense	50	Amt Rec'd on Subscription for Mo.	9 00
		7 20	Total	2 80	Miscellaneous Receipts	3 5 00
1 53	72	23 21	MACHINE COMPOSITION		Total Receipts	818 1 00
1 88	1 28	32 32	Oil, Gasoline, Gas		Less Amount of Paper and Ink Used As shown on Job Tickets	132 00
3 12	1 45	61 17	Metal Waste		Gross Profit	724 00
		5 50	Repairs		Less Total Expense (†)	693 80
		7 25	Other Expenses		Net Profit	35 20
		28 75	Total		Net Loss	
		15 75	HAND COMPOSITION		Statement of Profit and Loss from Job Tickets	
		9 00	Benzine and Lye	1 90	Amt of Profit Shown on Job Tickets	89 75
			Proof Paper and Twine	85	Amt of Losses Shown on Job Tickets	36 50
			Other Expenses	2 75	Net Profit Shown on Job Tickets	42 85
		23 50	Total	5 50	Let Losses Shown on Job Tickets	
		3 25	CYLINDER PRESSES		Statement of Profit and Loss on Newspaper	
		6 85	Tympan Paper	50	Amt of Advertising for Month	12 4 00
		5 50	Rollers & Repairs	5 00	Amt Rec'd on Sub. for Month	4 0 00
			Oil, Rags, etc.	25	Total Receipts	21 4 00
					Cost of Paper for Month As shown on Job Tickets	22 1 65
			Other Expenses		Net Profit on Newspaper	
			Total	5 75	Net Loss on Newspaper	1 65
					BINDERY EXPENSE SUMMARY	
			JOB PRESSES		A / B / C	
			Tympan Paper	1 00	Knife Grinding	50
2 10	2 80	20 05	Rollers & Repairs	2 40	Glue, Paste	1 00
51 49	20 13	693 80	Oil, Rags, etc.	50	Repairs	
47 12	8 31	The above total is carried to statement of Profit and Loss in the space marked with a (†)			Gas or Gasoline	60
9 8 61	28 44					
68	12		Other Expenses		Other Expenses	
1.44	2.37		Total	3 50	Total	2 10

NUMBER 11

Light, like water supply, is a general expense and should be carried into the general or office expense where it will be distributed against the various production centers in a proper proportion.

Power: This item should be charged only against the departments using power. If a gasoline engine is used, take the total amount of gasoline used for the month and include all oils, waste, and other costs for running the engine, and divide according to the horsepower-hours. Where the machines are motor driven divide the amount of the power bill each month against the departments using power according to the horsepower-hours.

Note.—To find the horse-power hours when the machines are equipped with individual motors: Multiply the running hours of each machine for the month by the indicated horse-power of the motor attached, as shown by the number plate on motor. This result will be the horse-power hours for that machine. Repeat the process for each machine using power.

To distribute the power bill: Total the horsepower-hours for all machines. Divide the amount of the power bill by this total and the result will be the unit of cost of the horse power-hour. Multiply the horsepower-hours of each machine by this unit. The result will be the charge for power against that

1 horse-power, a pony cylinder 1½ horse-power, a drum cylinder newspaper press 2½ horse-power, two-revolution cylinders 3 to 5 horse-power according to size. If some of the machines have individual motors find the horse-power hours of these and add them to the amounts found for the other machines, then distribute the power bill as shown above.

Where the machines are driven by a gasoline engine, find the amount of the power cost as indicated above and distribute as for one large motor.

Even where a gasoline engine is used, the typesetting machine is usually driven by electric power, and probably from the light circuit, in which case there would be no separate electric power bill. This machine should be charged with the power it uses and this can be found as follows: Electric light bills are usually rendered at a specific price per kilowatt-hour of current used. The motor on a typesetting machine is usually ¼ horse-power. Find the horse-power hours of this motor as above and multiply these hours by .746 and the result will be the number of kilowatt-hours consumed as power for the typesetting machines. It is only necessary to multiply these kilowatt-hours by the price shown on the electric bill to obtain the amount to be charged against this machine for power. This amount should be deducted from the electric bill and the remainder entered as light on the "Statement of Cost" sheet.

(To Be Continued)

Waterloo Chronicle Has New Home

THE Chronicle, Waterloo, Ont., (David Bean & Sons, Limited) has recently moved into new premises which, coupled with good equipment, places the office in the front rank among town newspaper and job printing plants.

The new quarters are on the ground and first floors of the Ontario Equitable Building, which has been recently renovated throughout and equipped with steam heat. It is well located near the Town Hall and other public buildings and convenient to the stores and other printing and newspaper customers.

Large plate glass windows are on each side of the front entrance door and a dozen or more windows are spaced along the two sides of the ground floor, giving unexcelled daylight throughout the plant. The business office, with grained oak counter, fitted with cupboard spaces, is on one side of the front, with private office immediately to the rear, while the composing department extends to the front on the other side. The Mechanical equipment includes a Model 19 Linotype, Optimus Press, two jobbers and the firm has a Vertical Miehle on order. The staff of twelve people is headed by Messrs. Clive S. Bean, Editor, and Roy Bean, Manager of the job business. The efficient foreman is Robert E. Ritz, who has been with the company for over 30 years.

The Waterloo Chronicle is distinguished for two things—country correspondence and auction sale advertising. In both departments a very high mark is set. Recently the correspondents of the paper were tendered a banquet by the management when all got better acquainted and a spirit of enthusiasm prevailed. The popularity of The Chronicle for auction sale advertising may be judged by the fact that a short time ago the paper carried three and a half pages of this desirable business.

The Chronicle was established in 1856 and was taken over in 1888 by David Bean & Sons.

High Grade Canadian Printing

We have before us a booklet called "Violins," the product of the Hunter-Rose Company, Toronto. This very artistically printed work brings to mind the excellent printing now being produced by many Canadian firms, samples of which are shown from time to time in inserts in PRINTER AND PUBLISHER.

The title of the booklet, "Violins," bespeaks of refinement and artistic tone, a fact apparently carefully kept in view in the production. The type and illustrations and general make-up of the booklet are in appropriate keeping with the title. It is just a one color production, yet it seems to lack nothing in artistic finish. Neat type faces and well proportioned white space have answered all purposes.

This is the "Golden Age of Printing," and it is pleasing to note that many Canadian firms are contributing to the beautiful things now seen in print the world over.

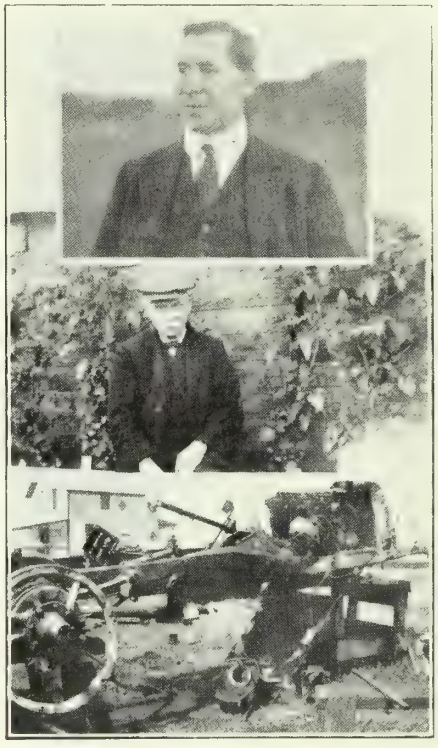
Fine Samples of Letterheads

There is room for improvement in style and appearance of a great deal of the letter paper used by Canadian manufacturers, merchants, and business firms and institutions of all kinds. The Howard Smith Paper Mills, of Montreal, have recognized an opportunity in respect to this situation and have produced a series of beautiful booklets for circulation among Canadian printers, containing impressive letterhead effects on various qualities of paper manufactured by the firm.

PRINTER AND PUBLISHER has received four of these attractive booklets. Each booklet, measuring 5¼" x 8", possesses a title, namely, "Character, Dignity, Popularity, and Stability." The style of heading, and likewise the paper employed in the booklets are in keeping with the titles in each case, and the fly leaf of each booklet too contains a finely worded interpretation of the title.

All the headings in the booklets appear to be hand lettered, and are generally remarkable for their beautiful simplicity From the variety of styles exhibited all tastes may be satisfied. The booklets are enclosed in very attractive and appropriate covers, the kind that invite one to look inside.

The printers who have been fortunate enough to read and secure these splendid advertising pieces will have a galaxy of fine samples and up-to-date ideas at their command.



The Result of a Collision

Whenever an automobile and railroad train try conclusions there is but one result to be expected. The result is illustrated above. It is remarkable that the driver of this ex-super-six still lives. He appears at the top of the group and is well-known in Western Canada newspaper circles as the publisher of the Dundurn Enterprise, Dundurn, Saskatchewan. The worst that happened to Joseph Clarke in this smash-up was a badly shattered right arm, which by a process of skin grafting and bone insertion may regain most of its former strength and flexibility.

While the editor of the Enterprise has been incapacitated a capable lieutenant has been running affairs, Thomas Featherstone, the venerable gentleman seen in the group above; he is 72 years of age and still going strong.

The pictures represent snapshots recently taken.

The new building of the Border Cities Star, Windsor, will cost $200,000, according to plans prepared by A. H. McPhail, architect, of Windsor, who has called for tenders for the erection of the plant.

The president of Dominion Advertisers, Limited, of Montreal, Ross O. Stevenson, announces the appointment of Fred W. McLaughlin to the board of directors of the company with the position of vice-president in charge of sales. Mr. McLaughlin has had much valuable experience in the advertising field, having come to Dominion Advertisers, Limited, from A. McKim, Limited. He is a Torontonian, the son of the late J. F. McLaughlin, and a brother of Frank McLaughlin, of the Chartered Trust and Executor Company, of Ottawa.

CROSS-CANADA NEWS

Ontario

Arthur J. DeCarle, for many years of DeCarle-Wareham Co., Toronto, has purchased and is now conducting the Uxbridge Journal.

Arrangements have been completed to open a new printing plant at Elmdale, Ont. The proprietor is W. A. Thompson who will publish a weekly bearing the title, Elmdale Leader.

Dr. Charles F. Morse, LL.D., K.C., registrar of the Exchequer Court, Ottawa, is likely to be named shortly as the editor-in-chief of the new publication to be known as the Canadian Bar Review, which will be published at Toronto, as the official organ of the Canadian Bar Association.

The Toronto Globe proposes to run a series of Industrial pages for the various cities and towns of the Province. A page advertising each of the cities, giving details regarding industries and other information concerning the place, will be run in the paper, each page to run consecutively.

The Windsor Telegram ceased publication October 7, according to a report from Windsor appearing in the Toronto Sunday World. A. F. Healey, director of the Windsor Telegram, in a statement, declares that, after spending much money, he is fully convinced that there is no room in the Border Cities for two first-class daily newspapers.

Canadian newspapermen will sympathize with J. W. Eedy of the St. Mary's Journal-Argus and Lorne A. Eedy of the Walkerton Telescope in the bereavement that has come to them by the death of a good wife and mother. The late Mrs. Eedy passed away at her home at St. Mary's recently after a long and trying illness, which she bore with patience and fortitude.

Dr. J. R. E. Chapleau, one of Ottawa's leading French-Canadian citizens, and for many years prominent in governmental circles, passed away at his home, 20 Russell Avenue, in his seventy-ninth year. Dr. Chapleau, chief clerk of French Journal votes and proceedings and orders in the House of Commons, received his appointment in 1888 and held this position for more than thirty years.

H. E. Copleston, who was on the staff of Cantlon and Cooper, advertising specialists, Toronto, for a considerable time, has joined the G. A. Davis Printing Co., as their city representative. The G. A. Davis Printing Co. have up to the present particularly specialized on the typesetting of advertisements for the advertising agencies, and as such have built up quite a large business. Recently they have entered the field for job printing, and this department is the one that will be in charge of Mr. Copleston.

Alfred J. West has resumed his former position as managing editor of the Border Cities Star. Since leaving the Star three years ago, Mr. West has been a member of the European Staff of the United Press with headquarters in London, Eng. J. Ellison Young, who has held the position of managing editor during the last three years, moves to London, Ont., to become assistant publisher of the Advertiser, recently purchased by W. F. Herman.

The Ontario Government's printing contract, which involves the expenditure of a very large sum of money—and said to be the largest contract of its kind in Canada—was awarded to the United Press, 16 Pearl street, Toronto. It was formerly held by the Methodist Book Room. It was stated, unofficially, that the tender of the United Press was $6,000 per year lower than that of the next concern in competition. The contract is for a period of five years.

The Simcoe Reformer included in its issue of September 28 a supplement covering the Norfolk County Fair. Sixteen pages were embraced in the issue and in appearance and value of the reading matter it contains, lives well up to the long-established standards set for the paper. The edition was given splendid support by the Simcoe business men. It contains two full-page advertisements, and a large number of half-page and quarter-page advertisements, besides many advertisements of different sizes. The business houses of Simcoe have thus adequately expressed their appreciation of a good newspaper.

On a charge of inserting advertisements in the Press, two members of the dental profession of Toronto, Dr. Wallace A. Maclaren and Dr. E. C. Boyle, appeared recently before the Discipline Committee of the Royal College of Dental Surgeons. The basis of the complaint, as expressed at the hearing, was that such action on the doctors' part was at variance with the practice and ethics of the profession. No decision was reached by the committee but it will make a report to the Royal College of Dental Surgeons, which has power to cancel the doctors' licenses to practise.

A. Stanley Thurston, for the last nine years a member of the staff of the Farmers' Sun, has purchased the Meaford Mirror, and has severed his connection with the Sun. Mr. Thurston has served on a number of newspapers in Ontario, and in the West, and is widely known in newspaper circles. He is the senior member of the staff of the Farmers' Sun, having been connected with this paper for several years before it was taken over by the Farmers' Publishing Company. The Meaford Mirror is a veteran weekly, being established in 1882, and up until the present has remained in the control of the Patterson family. Mr. Thurston succeeds F. L. Patterson as editor and proprietor.

The Hamilton Spectator's Power Trade and Farm number, issued in 104 pages, has well deserved the wide and favorable comment which it has received from all sides, for, apart from its usual well handled news service, the special features, complete in detail, comprehensive in range, timely in application, accurate in their compilation, have placed the issue in a niche of its own. It serves to draw attention to what has been accomplished by a wide-awake community in building up a solid interest in things calculated to improve the community and advance the interests of its citizens. It provides data, late and accurate, of the possibilities ahead, and it points the way, in no uncertain manner, based on past accomplishments, towards a happy and prosperous future. The Hamilton and Niagara district are well served with a paper which does not hesitate to spend talents, time and money on such a service, calculated to advance the interests of the community in which it lives.

The Alger Press, Oshawa, have completed a two-story brick addition to their present building. It has a width of fifty feet and length of forty feet, and represents part of a plan which, when completed, will give them a structure fifty by eighty feet. The press room is located on the first floor of the new building, while the composing room occupies the second floor. At present the offices and stockrooms are in a converted dwelling-house immediately in front of the completed structure. This dwelling will now be removed and the plant extended to the street. Part of the front will be used by the Alger Press and the remainder will be leased as stores, at least, for the time being. The second floor will be used as stockrooms and general and editorial offices. Included in new equipment recently installed is a No. 11 Optimus press. This and the other presses stand upon a base of six-inch concrete covered with maple flooring. There is no excavation under this part of the building, and when all presses are running there is no noticeable vibration. A very handsome brochure, descriptive of the plant and containing an historical outline of their development, is to be issued shortly by the Alger Press.

Quebec

C. E. Goldthwaite, director and treasurer of R. Sykes Muller Advertising Agency, has resigned to join the Advertising Service Company, Montreal, as account executive.

The Fraser Publishing Company, of Montreal, are preparing a Canadian Golf Directory, which will be issued annually commencing with the 1923 issue. The Directory will contain a complete list of clubs, officials, membership, etc.

With the reaching of an agreement September 20 by the management of the Montreal Star, with the International Typographical Union, all the Montreal daily newspapers except the Herald have signed up new contracts with their typographers. The Star contract calls for the same terms as the other evening newspapers—$38 for a week of 48 hours. The Herald has decided to run as an open shop. The typographers will get $2 a week more than under their old contracts, with no change of hours.

E. G. Smith, general manager of the Quebec Daily Telegraph, who recently returned from a trip to England, states that from what he could observe of conditions on the other side, there is no dearth of good printing and advertising. Labor troubles affecting most of the provincial newspapers were solved only after a large number of publishers had closed down their plants. The Union employees agreed to return, however, with four reductions in pay during one year, approximating $0.75 per week for the first three months and for the three succeeding periods a similar reduction.

Another evidence that much is to be expected of the pulp and paper industry in Canada is given in the fact that the city council of Three Rivers, Que., has passed a resolution asking that the Government of the Province of Quebec authorize the opening of a school where papermaking will be taught. The resolution points out that the district surrounding that city is one of the largest paper-making centres in the world, and emphasizes the advantages of the paper mills being able to obtain skilled labor from the immediate district. When Sir Lomer Gouin was premier of Quebec, he advocated, at a manufacturers' convention at Montreal, the opening of technical schools throughout the province where expert instruction would be given in paper-making, but up to the present no active steps have been made in that direction. In some of the states across the line, notably in New Hampshire, the importance of such instruction already has been fully recognized.

Western Canada

On September 8, W. Robertson brought out the first number of the Allan Journal of which he is editor and publisher at Allan, Sask.

Prince Albert, Sask., has a new weekly, the Prince Albert News, under the management of Lorne Small, whose finely equipped plant may shift the paper to a daily in the near future if present plans mature.

A new farmers' paper has been launched in Regina, bearing the name of the Saskatchewan Farmer. G. F. Gemeroy handles the blue pencil and hustles for copy as well as routing out readers and digging up advertisements.

O. H. Nelson, formerly editor of the Journal, Prince Rupert, and more recently in the employ of the Canadian National Railways, has gone to Victoria to take an editorial position with the Colonist. Mr. Nelson was formerly city editor of the Victoria Daily Times before going to Prince Rupert.

Journalists of prominence from Eastern and Western Canada met at Winnipeg September 26 at a dinner given by the Winnipeg Press Club. Guests of honor were Sir John Willison, of Toronto, and Hon. Frank Oliver, of Edmonton, publisher of the Edmonton Bulletin, and other speakers were John Nelson, of Vancouver, formerly publisher of the Vancouver World; W. Lefroy, of London, editor of the magazine "Canada," and J. I. Britton, United States Consul in Winnipeg.

To say farewell and express their esteem, a number of the leading business men of Saskatoon gathered recently in honor of C. A. Elvin, general manager of the W. F. Herman publications, the Border Cities Star, the Saskatoon Daily Star and the Regina Post. Mr. Elvin left Saskatoon for London, Ont., to take over editorial duties on the London Advertiser, purchased by Mr. Herman.

Roy Fahrni, of Gladstone, Man., was elected president of the Manitoba division of the Canadian Weekly Newspapers' Association, at the final session of the short course and conference of publishers in the Agricultural College, Winnipeg. C. H. Saults, Winnipeg, was re-elected to the office of secretary. Reports indicating a satisfactory year were presented by Mr. Saults and by J. A. MacLachlan, Virden, the retiring president.

Editor Beveridge, of the Melita (Man.) New Era, was shot in the foot, on Friday evening, September 22nd, when he interfered with bandits who were robbing the Union Bank there. It is suggested that the editor was sticking around, trying to learn how to get money out of a bank, when the "accident" occurred. Mr. Beveridge was taken to the hospital at Deloraine, where medical attention was given.

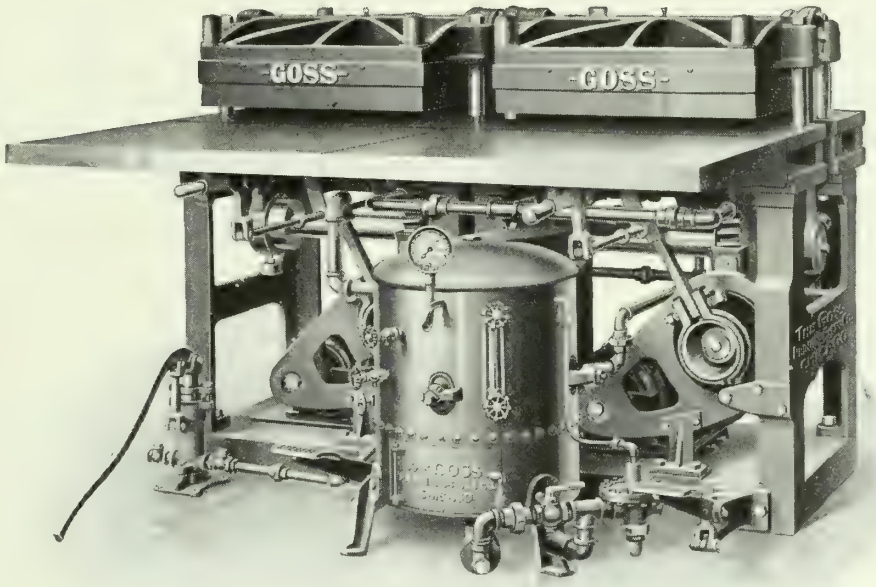
The Times, Treherne, Man., has enlarged its premises, and installed a new Cottrell 6-quarto press, purchased from Miller & Richard. During the past three years the Times has installed an Intertype, new 10-14 Chandler & Price press, and the new Cottrell, and has started the publishing of a new paper for the municipality of Grey, the Elm Creek Times. The Treherne Times will soon be an eight-page paper. Both papers are all-home print, and have been so for some time.

In the second trial, in September, of the case of Joseph Clarke, publisher of the Dundurn Enterprise, versus the C.N.R. for injuries received a year ago, which left him with a useless right arm, and which the attending surgeon testifies will never again be normal, the jury awarded damages to the plaintiff. The first trial award was $7,000; the second was for $11,483.25. Counsel for the company asked for a stay of execution, as he intends to take the case to Court of Appeal. The court on first appeal ordered a new trial. What the result will be this time Mr. Clarke's friends anxiously await, although he appears to have dropped it from his memory.

Dr. Ross Addresses Business Press

The opportunities for development of Canadian trade in China, and in Ireland and Scotland, were subjects of consideration at a luncheon of the Canadian National Newspapers and Periodicals Association held in the King Edward on Wednesday, when Dr. Ross, Canadian Trade Commissioner in China, and Major G. B. Johnston, Canadian Trade Commissioner for Scotland and Ireland, were guests of honor. In their addresses, and in the questions and answers which followed, some points were suggested indicating ways in which the business and technical newspapers may the better serve their readers and advertisers, and continue and develop their work of helping in the enlargement of Canadian trade. Colonel Maclean, who presided, visualized to the Trade Commissioners the manner in which trade papers have been handicapped in the past through the antagonistic attitude of the Department of Trade and Commerce. This attitude, he was glad to say, has now changed—a better class of men than ever before are now being appointed commissioners, and there is a readiness to accept, and welcome, the great help the business press can give. Dr. Ross, in his remarks, gave an interesting outline of newspaper conditions in China. There are a number of splendid daily papers there with large circulations, and conducted according to modern newspaper practice, as we understand it. Modern Chinese newspapers have world-wide telegraphic service and print all the important news of the day. Included in the daily press of China are papers printed in English, for the English-speaking people residing there.

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The most ECONOMICAL *and* QUICKEST

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IMMEDIATE SHIPMENT FROM STOCK

WRITE FOR LITERATURE AND PRICES

THE GOSS PRINTING PRESS COMPANY

1535 So. PAULINA STREET

CHICAGO, ILL.

Singing and Fishing

Should editors sing? Is it nobler in mind to suffer the slings and arrows of outrageous fortune and not seek solace in song?

Here is a question that has created a merry round of comment in the weekly and daily press of Ontario. It was precipitated when R. A. Jeffery, Editor of the Arnprior Chronicle, made reference to the part Dan. A. Jones, Editor of the Pembroke Observer, takes in community singing of his home town. Following is the reply by the editor of the Observer to the remarks made by the editor of the Chronicle:

"Editor R. A. Jeffery, of the Arnprior Chronicle, referring to the part which the Kiwanis Club of Pembroke is taking in



Editor Jeffery of the Arnprior Chronicle, dispels all doubt as to his fishing ability.

the promotion of community singing here and the connection of The Observer editor with the movement as an officer of the Kiwanis Club, in effect tells an interested public that the editor of this paper is not likely to be an aspirant for the mantle of Caruso. In fact he says that in a certain fishing club of which both are members when The Observer man feels that he just must break into song his fellow-disciples of Isaac Walton put him into a boat and push him out into the middle of Calabogie Lake. We take it that Editor Jeffery, who is no mean warbler himself, knows whereof he speaks in this matter, and, as 'no man is the worse for knowing the worst of himself,' we will try to accept this exposé as complacently as possible. But while the skeletons in this fishing club's family closet are being exposed to public view we want to make known to the Upper Ottawa Improvement Co. the fact that the reason the company's services are not in demand on the Madawaska is that Editor Jeffery goes a-fishing in that stream annually, and by skilfully attaching his hook to everything but fish he succeeds in keeping the river clear of anything which might obstruct the operations of the lumbermen in driving logs between Hyland Creek and Calabogie. While thus engaged he of course can do little fishing. We believe he did land a perch away back about 1916 and the excitement of the achievement almost proved too much for him. Someone attached the perch to his hook while he was looking longingly at a dead-head upstream, and after he recovered consciousness he was removed to the camp and put to rest with Kelly's assurance that he'd never let it happen again. From all of which the reader will possibly grasp a suspicion that as a fisherman Editor Jeffery is a better singer than the editor of The Observer."

Now, just to demonstrate to the world that the reflections cast upon his fishing ability by the editor of the Observer were false and unfounded "Jeff" went fishing shortly after with a party of friends, and brought back a four-and-a-half pound bass. It is said that the editor of the Observer was included in the party.

Printer Possesses Features Resembling Christ

Ben R. Johnston, of New York, has been in Ottawa for several weeks. By trade Mr. Johnson is a journeyman printer, but some years ago it was represented to him by an artist that his features strikingly resembled those of the traditional picture of Jesus Christ. He therefore decided to let his hair grow and retain his beard, so that for the last ten years, when not composing he has been posing and has sat for artists and photographers all over the world. Mr. Johnston's hair is about fifteen inches long, but it is inconspicuous when he is on the street as he coils it up beneath an ordinary cap which he wears.

A Sparks Street photographer is showing some excellent pictures of Mr. Johnston. On Nepean Point he was photographed for a striking picture of a down-and-out, which an enterprising insurance firm proposed to use as a "horrible example" of the fate of the elderly uninsured. Another picture represented him as a caveman, while in yet another he makes a remarkable figure as an Arab sheik. A local firm of engravers and photographic artists secured an excellent photo of Mr. Johnston representing Moses with the table of stone containing the ten commandments, a really striking production, while in others he shows to equal advantage as The Money Changer, Dr. Fautus, and The Falconer. But perhaps his most remarkable success as a poseur is a photographic print in which he represents Christ crowned with thorns and in which the photographer has certainly taken fullest advantage of the striking similarity of Mr. Johnston to the traditional picture of Christ. This last photo was taken in Boston, Mass.

He is a widower as his wife died six years ago. Though born in Iowa, his father was Canadian-born. His great-grandfather came from Scotland and homesteaded in York County, near Toronto, and his grand-father and father were born on that farm. Mr. Johnston says he was raised in Missouri, learnt his trade as a printer in Nebraska, and made New York his headquarters in 1893. But he is continually going, and he made a four years' tour around the world starting in the fall of 1900.

Mr. Johnston says he has posed in all the large cities of the United States and Canada, and this fall he will start on a European journey which he expects to last for ten years. While in the city he has posed for a number of Ottawa artists including; Stanley Turnbull, Swartz, Lecroy, Gaisford, and members of the Ottawa Art Club.

New Press Syndicate at Ottawa

A press syndicate has been formed in Ottawa, of four prominent Canadian newspaper writers and one locally prominent civil servant The syndicate is to be known as "Canadiana, Limited," and was incorporated on August 16th, at an authorized capital stock of $50,000, divided into five thousand shares of $10 each.

The object of the bureau is to act as literary agents for authors in the placing with magazines or newspapers of stories, articles, etc., on a commission basis or by purchasing outright such articles from the author and selling by copyright or otherwise. The bureau will act as agents of other press syndicates in the supplying of general news articles to the Canadian or foreign press, and also conduct a general advertising business, acting as agents in the securing or sale of advertising space or privileges and to acquire and operate franchise for the purpose of advertising privileges.

The members of Canadiana Limited, are J. A. Brousseau, parliamentary representative of the Ottawa Journal; R. E. Gosnell, parliamentary representative of the Montreal Herald; T. H. Blacklock, President of the press gallery and representative in the gallery of the Montreal Gazette; H. E. Maxwell Chisholm, parliamentary representative of the Manitoba Free Press and local representative of the Christian Science Monitor, and H. E. Kemmis, civil servant.



A Splendid Example of Offset Printing, produced by Rolph-Clark-Stone, Ltd., Toronto, Canada, for Christie Brown & Company, Ltd. Photographed direct from the biscuits and printed by the offset process.

Lodestone Cover, Slate—Medium Weight—United Paper Mills, Ltd., Toronto

REBUILT MACHINERY

GUARANTEED

521—No. 3 Scott Drum Cylinder, 24½ x 31.
540—No. 43 Optimus Press, sheet 25 x 38.
1600—Swink Press, 25 x 38 sheet. (Bargain)
530—12 x 18 Falcon Press.
545—12 x 18 Falcon Press.
510—8 x 12 W. B. Gordon Press.
519—10 x 15 Universal Press.
480—7 x 11 Rebuilt Gordon.
493—7 x 11 Gordon Press.
438—13 x 19 Gordon Press.
555—12 x 18 Challenge Gordon.
487—10 x 15 Colts Press.
552—6½ x 10 Pilot Press.

554—Kohinoor Press.
563—9 x 13 Peerless Press.
564—7 x 11 Pearl Press.
565—10 x 15 Rebuilt Gordon Press.
557—19-inch W. B. Lever Cutter.
561—23-inch new C. and P. Paper Cutter.
Four Rebuilt Perforators, all sizes.
Four Rebuilt Stitchers, all sizes.
Steel Die Embosser, size 2¼" x 3".

AGENTS FOR:

New Hartford Presses — *Hall Folders*
Golding Jobber — *Rosback Stitchers*

Write for sample sheets showing our latest type faces

STEPHENSON, BLAKE & CO., LIMITED

Wm. Hamilton, *Manager* - - 130 Wellington St. West, Toronto

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TRADE NEWS

New Line-up Device for Cylinder Forms

A clever device for lining up and squaring cylinder press forms has recently been placed on the market by the Standard Linaform Company of Jamaica Plain, Boston, Mass., U.S.A. It is known as the Linaform.

It can be immediately attached to either the long or short way of form, and is adjustable to fit any size form within the length of the Linaform. It has a simple self-centering device which automatically positions the Linaform to exact center of the form.

An exclusive feature is its sliding straight-edge, graduated to both picas and inches. Attached to the straightedge are a series of blades or fingers which slide along the straight-edge and are positioned by the graduations at the exact points required for testing the front and back margins of the pages. The straight-edge itself lines up the head and foot margins.



JAMES WEST
Inventor of the Linaform

Thus, the Linaform is able to line up both head and back margins simultaneously. By pressing a lever the straight-edge is automatically raised slightly above the form, which eliminates possible damage to the form when sliding the straight-edge across it. When lowered to a proving line it is automatically locked, and cannot be moved until it is raised off the form.

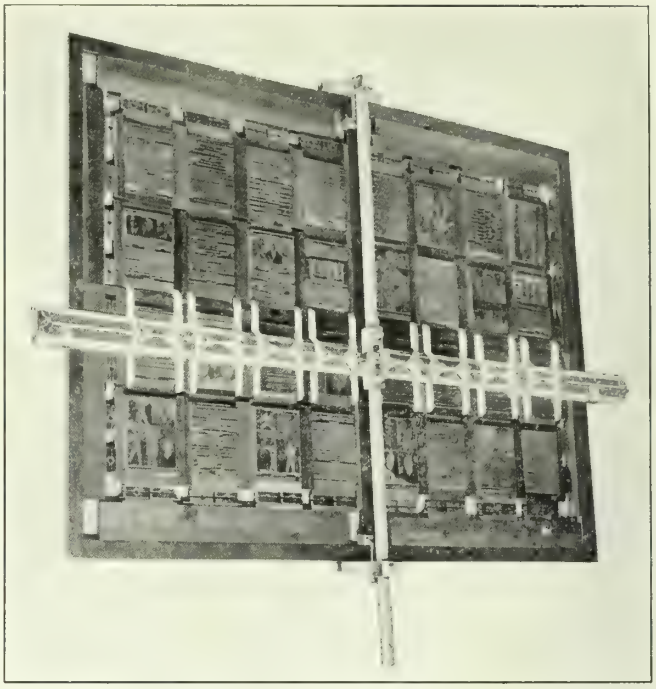
James West, who was formerly president of the Premier Register Table Company, is the inventor of the Linaform, and is now president of the company He is well known to the printing trade in Canada.

Quad System of Cut Mounting

Among the many interesting features displayed at the Boston Craftsmen's Exposition, none is of more particular interest to the mail order catalogue field than the Quad System of Cut Mounting, demonstrated at the booth of the Lanston Monotype Machine Company.

To illustrate the advantages of this system: Assume that the catalogue page is 43 x 59 picas. The base is cast of monotype quads, 12 points square, and of a height of .851 of an inch. The quad base is placed on a galley and on a flat surface, permitting the work to be done to the best advantage. The etching is placed squarely on the quad base, using guide rules or type-high bearers at the top, sides and bottom to keep the pattern plate in proper position. The white space (type location) is now clearly indicated on the quad base. The type position is now marked carefully on the quad base, allowing from three to six points play all around for shifting.

The marked section of the quads is now lifted out and the type matter inserted spaced to the same width and depth as quads removed. Pattern plate must be occasionally placed on the quad base so as to assure proper fittings of type.



How the Linaform is used.

When all type matter has been properly fitted the page is then ready for lockup and proofing, and, what is of great help to the author, presents to him, upon first proof, a page made up exactly as it will appear in the finished catalogue. For convenience in proofing the illustration can be anchored to the base with light wire nails, or anchoring may be postponed until after author's "O.K. for foundry" has been received. Should additional changes be made in copy after illustration has been anchored, or molded, simply unlock the form and lift the etching from the base, renewing the base by replacing the few quads that have had nails driven into them.

The operation described above eliminates the old system of patched pattern plates, whereby the type was first set, read and corrected in individual sections, and proof, together with the layout, sent to the author for his final approval. In order to save time the "paste-up" proof is usually dispensed with until after author's final O.K. has been received, when proof of the type matter is taken on colored stock, while proof of the original illustration is taken on white stock. Type patches are then trimmed closely and pasted on the white proof in position as shown on the layout. This "paste-up" is then sent to the proofroom for additional checking to see that each patch fits properly and according to layout.

The type is then locked up and together with the "paste-up" delivered to the electrotype foundry, where the form is molded, electrotype made, sawed apart, and patches soldered into the original etching. The pattern plate is now finished: but, before printing plate can be made, a proof of this pattern plate must be again sent to the proofroom for additional checking as to the proper position of each patch. Each alteration in the form, while the catalogue is being printed, requires a new series of plating operations.

The Monotype Quad System of Cut Mounting eliminates entirely this pattern plate, the patched form, the patches, and all the extra operations of the old system and creates economy in production as well as saving in time.

A New Book Cloth

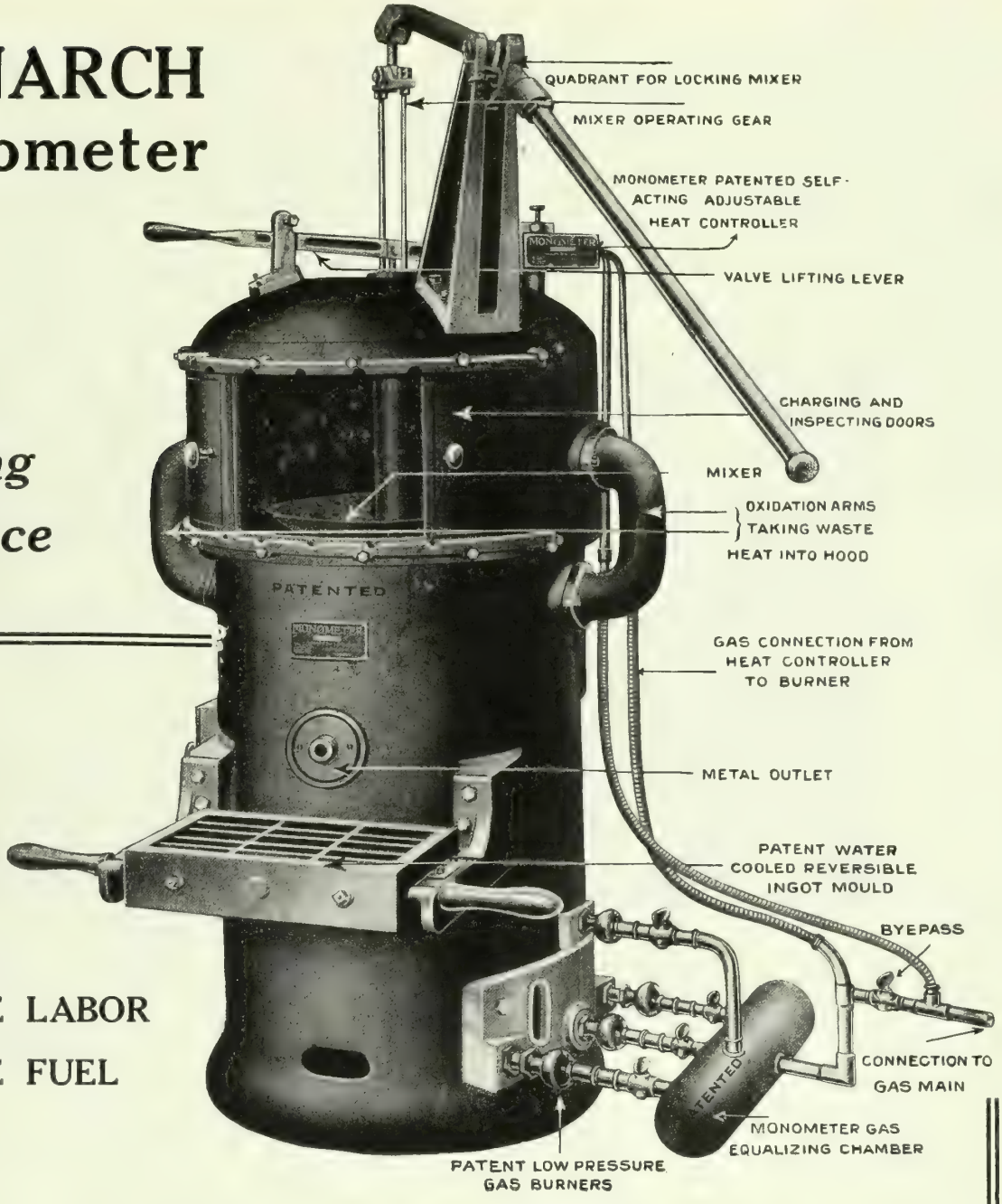
The Holliston Mills, through their selling agents, the Wilson-Munroe Company, Toronto, have recently put on the market in Canada a new quality of book binding cloth. This new cloth is called Norfolk Cloth, is inexpensive and is carried in stock in a standard line of rich colors and decorative patterns. Norfolk Cloth merits the special attention of users of book binding cloths.

Occupies New Offices

The Publishers' Protective Association, formerly located at 79 Adelaide Street West, Toronto, have opened offices in suite 112-114 St. James Chambers, 79 Adelaide Street East.

MONARCH Monometer

Type Metal Melting Furnace



SAVE LABOR

SAVE FUEL

A Furnace Made to Do Away with Fumes

In thousands of printing plants throughout Europe and America this Monarch "Monometer" Furnace is saving labor and fuel. A special feature is the Anti-Oxidation System which encloses the surface of the metal in a **Non-Oxidizing Atmosphere,** eliminating practically all dross. Heating is automatically controlled. This not only means a great saving in gas and prevents the burning of metal thereby assuring perfect, sound type and stereos metal in the quickest time, but makes the use of tin or antimony as a reviver unnecessary.

Let us tell you of the many other features of the "Monometer" Melting Furnace. Write us.

Manufactured by

The Monarch Engineering & Mfg. Company

1206 American Building, BALTIMORE, MD., U.S.A. Works: Curtis Bay, Md.

Joins Department of Linotype Typography

Announcement is made by the Mergenthaler Linotype Company of the appointment of Arthur F. Stoiber as secretary of its Bureau of Education, Department of Linotype Typography. Mr. Stoiber is well qualified to carry on that important work. He is a graduate of Harvard University, and has been engaged in the printing business in various capacities since 1914. For some time he was purchasing agent for the Bartlett-Orr Press, New York City. He formerly was assistant superintendent of the Eastern Press of Rand, McNally & Company, and has been associated with the Grolier Crafts Press of New York City in the capacity of production manager. Although the new secretary's field of operations is an extensive one, and his duties will take him to all parts of the country, his headquarters will be with the Department of Linotype Typography, in the Printing Crafts Building, New York City.



B. M. PHELPS

Canadian Representative of the Duplex Printing Press Co., Battle Creek, Michigan. Mr. Phelps makes his headquarters at the Elliott House, Toronto.

The Upham Sheet Rotary

A rotary press that is as flexible as a flat-bed press in its adaptability to different sizes and kinds of paper and forms is worthy of special note. Such is the Upham Sheet Rotary Press. The press has two distinct forms and make-readys. One of the cylinders carries two forms of electrotypes, easily accessible for handling and adjusting plates, and on the other cylinder are two make-readys, convenient for lay work, packing adjustment and tightening top sheet, etc.

The press is equipped with an exclusive tripping device which removes misfed and defective sheets, and the flow of ink is automatically cut off at the fountain when the cylinder trips, thereby keeping the color uniform.

The Upham Sheet Rotary Press prints on any grade or weight of paper at a rate of 5,000 to 6,000 sheets per hour and works equally well on any size of paper from 26x35 inches up to 49x68 inches. It multiplies production by printing two sheets with each revolution instead of one sheet with two revolutions.

This press prints two forms, each of which may be as large as 47¾x67 inches, and when the same ink is used it prints two different forms on different weights and sizes of paper.

Classified Advertisement

SECTION

TWO CENTS A WORD, Box Number as five words; minimum charge is $1.00 per insertion, for 50 words or less, set in 6 pt. type. Each figure counts as a word. Display ads., or ads. set in border, are at the card rates.

FOR SALE

FOR SALE—COLTS ARMOURY PRESS, SIZE 11 x 15, IN GOOD working order. Selling to make room for new equipment. Reply Box 848, Canadian Printer and Publisher. P.U.F.P.

TWO-REVOLUTION CAMPBELL, 8 COL., TOO LARGE FOR present office, will exchange for 7-Col. paper and pay difference. Box 865, Canadian Printer and Publisher.

FOR SALE OR EXCHANGE—HIGH SPEED MULTICOLOR PRESS Outfit complete with 110 volt, 60-cycle motor, 5 extra chases, roller cores, etc. In good running order. Cost over $800.00. Will sell at a bargain or trade for small C. & P. Gordon with power fixtures. Also have complete Multigraph Outfit in A-1 condition which is surplus to our present requirements. Box 868, Canadian Printer & Publisher. P.10.P.

DIAMOND CYLINDER—GORDON, CUTTER, RACKS, CASES, type, etc., for sale at sacrifice. Also large safe. Box 866, Canadian Printer & Publisher. P. 10. P.

MR. SMALL JOB PRINTER—DO YOU WISH TO ENLARGE YOUR equipment at a very small cost. I have a quantity of used materials in good serviceable condition to be sold at any price. Special bargain. Case Stand with 12 extra good full size California Job Cases, and News Cap and Lower Case, complete, $18.00. Other bargains, write for particulars. Box 867, Canadian Printer & Publisher. P. 10 P.

GOSS "STREIGHT-LINE" 16 PAGE ROTARY IN EXCELLENT condition. Full Stero equipment. This will sell quickly. Address Box 860, Canadian Printer and Publisher, P. 9 P.

HUBER TWO REVOLUTION CYLINDER PRESS; 7 COL. QUARTO; Roller Stocks, Chases and Eclipse Folder; in fairly good condition. Address Box 861, Canadian Printer and Publisher. P. 9 P.

BABCOCK DRUM CYLINDER PRESS—7 COL. QUARTO; MODERN type "Express" in first-class condition. Iron Frame "Omaha" Folder Attached to Press to handle 8, 10, 12 pages. Some country weekly will want this in a hurry. Terms can be arranged. Address Box 862, Canadian Printer and Publisher. P. 9 P.

BABCOCK "STANDARD" DRUM CYLINDER PRESS—7 COL. quarto; box style frame, counter, slitter and jogger, back-up, overhead fixtures, air springs, rack and screw dist. 2 form rollers. Also iron frame Mentges Folder, 4 folds, not attached to press. Press and Folder in good shape, bought new in 1917. Terms can be made. Address Box 863, Canadian Printer and Publisher. P. 9 P.

I HAVE SOME HOE STERO. MACHINERY—ODDS IN ALL shavers, tail cutters, casting boxes, matrix rollers, chipping blocks, etc. Also a 24-page Hoe rotary newspaper press. Descriptions on any of these on application. Address Box 864, Canadian Printer and Publisher. P. 9 P.

PAPER—JOB PLANT FOR SALE IN MIDDLE EASTERN SASkatchewan Town of 800. C.P.R. divisional point, judicial center. Splendid water resort three miles from town. One of the best plants outside Cities in Saskatchewan. New 2-magazine linotype. Price low, terms easy. Address Bogi Bjarnason, Wynyard, Sask., proprietor, "Advance," Wynyard.

LINOTYPES FOR SALE

As a result of the suspension of the Fort William Morning Bulletin, we have for sale

One Model 8 (3 magazines)
One Model 5 (single magazine)

Linotypes. Both machines are fully equipped and in the pink of condition, and will be sold under a guarantee. Write quickly if you are interested. Terms to responsible parties.

Terminal Publishing Co., Limited
Port Arthur, Ont.

JOB PRESSES RUN PROFITABLY WITH MEGILL'S GAUGES

VISE GRIP



Megill's Double Grip Gauge
By the set of 3 with key and extra tongues.

QUICK ON



Megill's Spring Tongue Gauge Pin.
By the dozen or set of 3.

Accurate automatic register is obtained with Megill's Automatic Register Gauge. Saves its costs quickly in doing color or other fine register work on the job press. Free booklet.

Get them from your Type Founder or E. L. Megill, Pat. and Mfr., 763 Atlantic Ave., Brooklyn, New York

The Miehle Press at the Boston Show

The Miehle Printing Press Mfg. Co. of Philadelphia and Chicago operated no less than three of the now famous Miehle Vertical Printing Machines, and kept them busy on regular orders, one of which was being done in various colors. Just to show how the Vertical Press will operate on any floor without special preparation, the Miehle people had one of the Vertical Presses mounted on large springs, and the press was kept running in perfect order while being rocked backward and forward on these springs, several inches out of plumb. This particular feature of the exhibit attracted considerable attention and was a most effective demonstration of the perfect register and reliability of this press. Magnificent specimens of color printing were distributed as souvenirs. Carl Henderson, a live wire in the Miehle organization, had charge of this booth.

A Splendid Sample Book

We have received from Samuel Jones and Company, Bridewell Place, London, E.C.4, a sample book of their Patent Noncurling Gummed Papers—a comprehensive production covering a wide range of art shades, the more attractive for the distinctive and original designs printed as "suggestions" for the progressive printer.

It is apparent that the Noncurling Gummed Paper made by this firm met a long-felt need of the printer who, before its advent in 1910, was unable to make use of gummed paper in anything but small sizes. Nowadays, however, sizes up to 40 inches by 60 inches can be handled with ease.

Messrs. Jones & Company claim to make a non-curling gummed paper for every purpose, including labels, postage and revenue stamps, gummed tape, gummed seals, stay paper for boxmaking, transfer paper, receipts, spool tickets, patch stock for tag eyelets, passe-partout paper for binding, transparent mending tape, stamp hinges, special papers, etc. Where necessary they produce special coatings, such as gummed paper that will stick to new tin, etc.

Purchase American Presses

Mr. M. L. Redfield, vice-president and sales manager of The Goss Printing Press Company of Chicago, together with his wife and daughter, recently returned to the States after three months' combination business and pleasure tour of England, Scotland, France, Belgium, Switzerland and Germany.

It was Mr. Redfield's pleasure to have extended conferences with British Newspaper Publishers, among them being Sir Andrew Caird and Mr. Pomeroy Burton of the Daily Mail; Mr. Wallace Roome of the Daily Mirror; Mr. Edger Fifoot of the News of the World; Mr. R. D. Blumenfeld and Col. E. C. Duffin of the Daily Express, and many other prominent British and continental publishers, and is glad to report greater activity than ever before, especially among the principal London newspapers. The present very prosperous condition of British newspapers is evidenced by the fact The Goss Printing Press Company now has under construction a large quantity of presses for publishers of the British Isles, including three Octuples for "Hulton & Company," three Octuples for "London Express," two Octuples and a Quadruple for the "News of the World," three Octuples for the "Daily Mail" and a Sextuple for the "Glasgow News."

The two Goss Super-Imposed Unit Type Octuple Presses which were recently installed in the office of the Daily Mail are giving remarkable service and are reported to be among the finest and fastest running large newspaper presses ever installed in London. The operators of these two machines have named one the "Handley Page" after the fastest of British aeroplanes, and the other "Grenalla," a Derby winner. The success of these two machines is borne out by the fact that Lord Northcliffe, prior to his late illness, gave The Goss Company orders for three Octuple presses built in duplicate of the present machines.

Classified Advertisements

(CONTINUED)

FOR SALE—Continued

PRINTING BUSINESS FOR SALE—WELL ESTABLISHED PAYING business in Vancouver, B.C. Excellent opportunity for two practical men. Plant consists of a two-revolution Cottrell Press, Eclipse Folder, C. & P. 30" Paper Cutter, C. & P. 10 x 15 Gordon, 2 Palmer and Rae Platens, C. & P. Proof Press, Metal Pot. Model 5 Lino—with two magazines, ejector blades, liners, etc. 4 Imposing Stones, Reglet and Furniture Cases, type, cases, racks, lead and rule cutters, motors, etc. A real bargain at $9,000. with half cash, balance over three years. Act quick. Better wire. Incorporated company. Address ERRETT & OREMUS, LIMITED, 321 Cambie Street, Vancouver, B.C.

UP-TO-DATE NEWSPAPER AND JOB PLANT, EMPLOYING from seven to ten, valued at $15,000.00, in Southern Alberta, wants a man with capital to invest and take full control, or sell outright Apply Box 856, Canadian Printer and Publisher. P. 10 P

FOR SALE—UP-TO-DATE, WELL EQUIPPED NEWSPAPER AND job office in Quebec Town. 1,800 of a circulation, almost $10,000 worth of business last year. To be sold for the cost of machinery. Good reason for selling. Apply Box 854, Printer and Publisher, P.9P.

POSITIONS WANTED

ALL ROUND PRINTER OPEN FOR IMMEDIATE ENGAGEMENT can take entire charge rural office. Box 493, Lacombe, Alta. P. 10 P.

COMPOSING ROOM FOREMAN—PRACTICAL PRINTER WHOSE knowledge has been acquired by 18 years' experience; tasty layout man and typographer, stoneman, familiar with linotype and monotype composition, also modern methods of production, 35 years old, married. At present in charge of large plant in Montreal. Will consider change after October 1st. Write Pilleon, 662 Delorimier Ave., Montreal, Que.

POSITION WANTED—ALL ROUND COMPOSITOR WITH CITY and rural newspaper and job experience open for position in Western Provinces. Can take entire charge. Box 493, Lacombe, Alta.

HIGH-CLASS JOB MAN WISHES POSITION AS FOREMAN OF job department. Box 853, The Canadian Printer and Publisher.

SITUATIONS OPEN

PRINTING SALESMAN FOR A LARGE ESTABLISHED CONCERN doing high-grade work. Only experienced salesman with good connection need apply. For a first class man we offer a good salary and commission, steady employment and advancement. Apply Box 857, Canadian Printer and Publisher. P9P.

BUYERS

WANTED—TO PURCHASE A WEEKLY NEWSPAPER PLANT IN a good town in British Columbia. Apply Box No. 855, Canadian Printer and Publisher. P. 8 P.

USED PRESS—IN FIRST-CLASS CONDITION, TO TAKE SHEET not smaller than 36 x 48. (Miehle preferred). Box 859, Canadian Printer and Publisher. P. 9 P.

COLLECTIONS

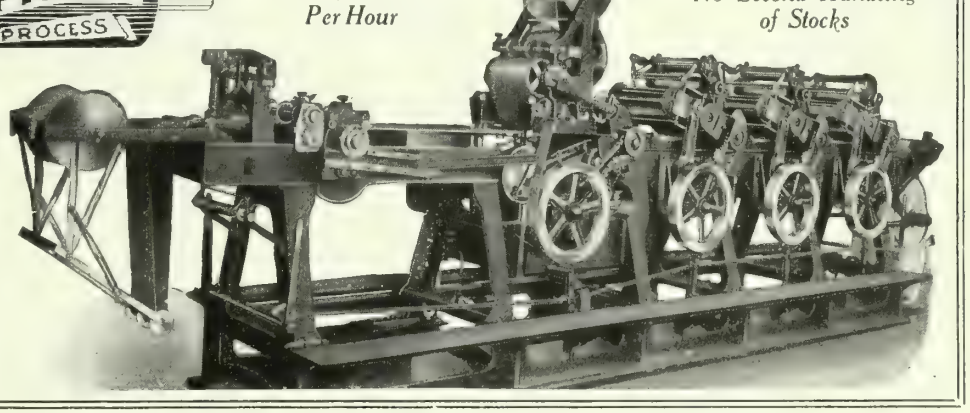
SEND US YOUR LIST OF DELINQUENTS. WE WILL TURN Debit into Credit. We also promote circulation through the mails, and for the information of publishers, we might add that we have an excellent department for obtaining renewals, guaranteed to be free of all antagonistic methods. Obey that impulse. Publisher's Protective Association, 79 Adelaide St. E., Toronto, Ont.

MULTI-
NEW ERA PRESS
PROCESS

7,500 Per Hour

No Second Handling of Stocks

It is more than a Multi-Color Press. Prints in all colors on both sides of the paper at the same time; numbers, perforates, scores, die-cuts, punches, cuts both ways, rewinds or piles—all at a speed of 7,500 impressions per hour. One man operates the New Era and there is no second handling of stock necessary. WRITE NOW!



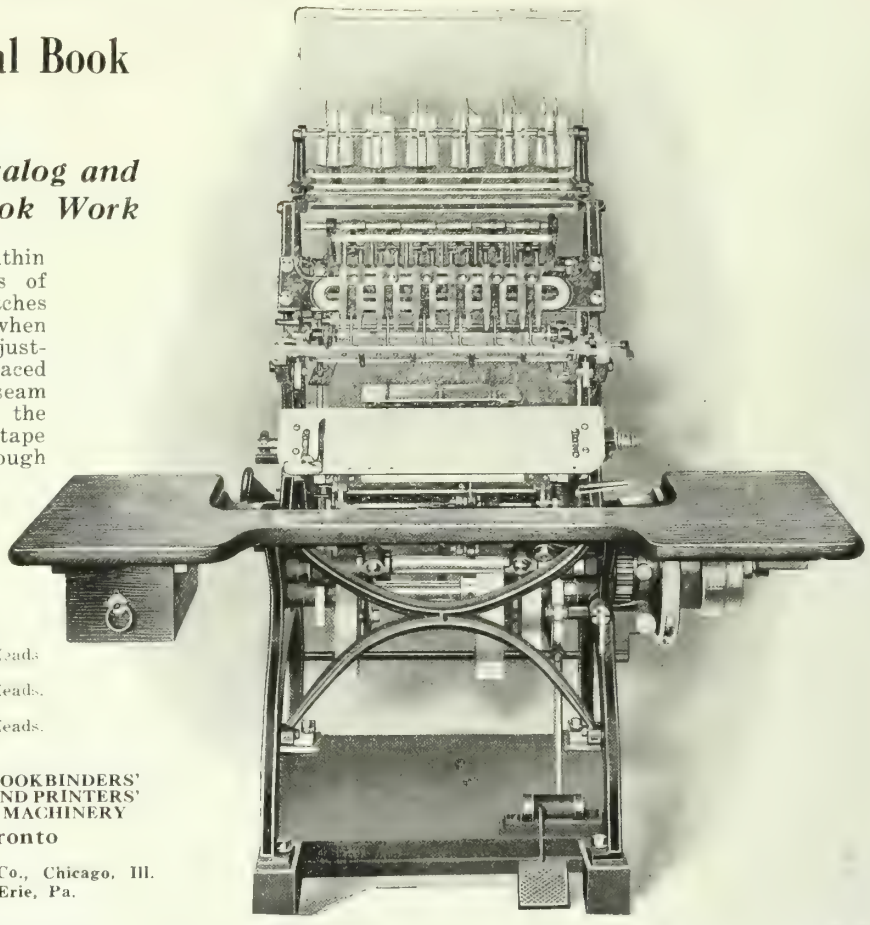
New Era Mfg. Co., Inc.

394 Straight St. Paterson, N. J.

New Model National Book Sewing Machines

For Edition, Catalog and Light Blank Book Work

STITCHES can be adjusted within 5/16″ together, or multiples of 5/16″ apart. Two lengths of stitches can be had in the same book when desired. Sewing heads are adjustable in the machine and can be spaced in the work as required. Sews seam of thread along both edges of the tape, and is equipped with a tape pull-down attachment. Sews through tape or super. Speed 50 to 60 sections per minute. Motor required, 2/5 h.p.; pulley, 13″ x 1½″; speed, 220 r.p.m.; floor space, 4 x 4 ft.; weight, 1,100 lbs.



Built in Three Sizes;

16″ Machine Equipped with 6 Sewing Heads. Takes work 16″ x 15½″.
18″ Machine Equipped with 6 Sewing Heads. Takes work 18″ x 15½″.
20″ Machine Equipped with 8 Sewing Heads. Takes work 20″ x 15½″.

H. J. LOGAN BOOKBINDERS' AND PRINTERS' MACHINERY

114 Adelaide St. West, Toronto

Sole Agents for Latham Machinery Co., Chicago, Ill.
Brown Folding Machine Co., Erie, Pa.

Getting an Exhibit Across

Among many new things which the visitor at the Boston Graphic Arts Exposition had the privilege of seeing, one of the most novel was the "Find Your Lucky Star" game conducted by the F. Wesel Manufacturing Company. This game was interesting in itself, but back of it we find a great many other interesting features which are worth an explanation.

While a game of this sort will always attract a crowd, it was not alone for the crowd that this game was created. There were many other reasons.

Producing so many different machines and items of equipment as does the Wesel Company, it is important in making an exhibit of any kind that the "Public" know and realize the wide field covered. To exhibit stereotyping equipment as the Wesel Company did at Boston without featuring in some way their other lines of manufacture, namely photo-engraving, electrotyping, rota-gravure and printing—would leave the casual visitor to assume that the company made only stereotyping equipment.

It was to convey the five major divisions of the industry Wesel serves that a star was adopted as the symbol for this particular exhibit. Each point of the star represented an industry. And this star in many forms was constantly associated with the name of Wesel from the very beginning of the exposition.

To attract attention to the exhibit, to get across the significance of the star, to add an element of sport for the crowd attending the show, the "Find Your Lucky Star" game was created.

It was played with fans. The fan itself was valuable because a little breeze now and then is often appreciated during the last week in August. But it was the shape of the fan that actually made the game. Each fan distributed was semi-circular in shape with an irregular die cut through the center. Each fan carried a two color impression of one half of the star symbol. To "find your lucky star" it was necessary to find the holder of a fan that accurately fitted the center die cut of your fan and carried the opposite half of the star design.

For those who won at this game (those who found their lucky star) the F. Wesel Manufacturing Company had prizes. The value of each averaged about $3.50.

To supplement the fans there was a large electric sign twelve foot high on which was a facsimile of a fan and the star design. This sign was constantly in motion, the five pointed star revolving, and as each point representing one of the five divisions of the industry mentioned above touched a certain point there appeared in the opening at top of sign an illuminated illustration symbolic of that industry.

Here are a few interesting figures and facts concerning "Find Your Lucky Star":

Over 30,000 fans were distributed during the week and among these 30,000 there were 300 possible prize winners. One hundred and eighty-two prizes were won or only approximately 60 per cent. of the possible total.

With Canada Printing Ink Co.

Frank H. Houghton has joined the sales staff of the Canada Printing Ink Co. Mr. Houghton has been connected with the printing ink business for the past seven years. He formerly represented the Canada Paper Co. and is well known and well regarded among the trade.

McKim's 1922 Newspaper Directory

The 1922 edition of the Canadian Newspaper Directory has been issued by A. McKim, Limited, of Montreal, Toronto, Hamilton, Winnipeg and London, England. The Canadian Newspaper Directory describes in detail every town and village in the Dominion which boasts a newspaper of any description at all; it gives also the surrounding towns and villages that have no papers of their own, and are obliged to look to the towns listed for their news of the world's happenings.

The Directory gives the exact location of each town in its relation to other centres of importance, the railroads and waterways by which it is served; the telegraph, banking and express facilities; the public buildings; the chief industries and the various occupations in which the people of the town engage. It proceeds then to describe the papers that are published there, giving their periods of issue, dates of publication, names of publishers, politics, subscription prices, number and sizes of pages, circulations, etc.

This Issue Features

"CASTE"

By W. A. Fraser

THIS is a story pulsating with the life, romance and adventure of India one hundred years ago. It is exotic, colorful, fast moving, and is the latest novel from the facile pen of that master story-teller, W. A. Fraser, whose "Three Sapphires," "Bull-Dog Carney" and "Mooswa," have made his name a household word in Canada. This long, book-length novel will be run complete in four issues.

Other Fact and Fiction Features of the

OCTOBER 15th ISSUE

Bumps in a Bumper Crop
—by Guy Morton

Some amazing reasons selected from real life, showing why the Western farmer may be more courageous than prosperous.

Merchantmen on the Seven Seas
—by Norman Reilly Raine

The concluding chapter of a fascinating, human-interest story of Canada's Merchant Marine.

Keeping the Well Child Well
—by Alan Brown, M.B.

Extraordinarily valuable hints as to what to feed your child during its first year.

Amazing Voyage of Capt. Choy
—by N. deBertrand Lugrin

For the first time in history a Chinese junk crosses the Pacific—and it is captained by a woman!

In His Own Coin
—by Morris Longstreth

A story of the primeval forest. The saving of a man's soul as well as of his life.

Myra
—by Beatrice Redpath

Illustrating the adage that What's one man's meat may be another man's poison even when it is a woman.

Some Amiable Interludes
—by George H. Ham

The genial Colonel wanders all over the map and records some side-splitting experiences.

The Timber Pirate
—by C. Christopher Jenkins

The next to last instalment of this fast-moving story of pulp and paper intrigue in Newer Ontario.

Onoto Watanna by Elizabeth Bailey Price. Working and Starving in New York by Onoto Watanna. Easier Money Creates Dearth of Bonds. Review of Reviews—the cream of the world's literature.

20c MACLEAN'S 20c

"CANADA'S NATIONAL MAGAZINE"

—At All News Stands—

The Paper Box Industry

Handling of Employees

THE art of handling men in industry consists, first of all, of selecting them, choosing the right man for the job; then in developing them, correcting mistakes in the placing of them, finding out where they fit, and training them for better work and more efficient service.

The superintendent, foreman or forewoman who is ambitious to succeed will realize that much more is required of him or her than the mere giving out of orders to those under them. Some of the important qualifications of a successful overseer are:

Knowledge of his or her work.
Knowledge of human nature.
Firmness tempered with humanity.
Energy combined with constant attention to your work.
Self control.
Honesty.
Fairness.
Patience.
Loyalty.

The above qualities should be unceasingly cultivated. The superintendent, foreman or forewoman exercising them who is on the job all day, and who endeavors to keep in touch and co-operate as much as possible with his or her employees is bound to get results. The old idea of shouting and browbeating, of "calling an employee down" before the others, and "going around with a chip on your shoulder" is a thing of the past.

The Forewoman

Endeavor to choose a forewoman from your own staff of employees. If because of her efficiency you choose as forewoman a girl from the table, the bander, or somewhere else in your factory, she is more likely to be suitable for the position than the girl who comes in with a reputation and experience gained elsewhere. The girl brought in from outside, having learned to do things somewhere else, will not as a rule readily consent to do things your way.

The forewoman should have a friendly, sociable way with the girls under her, yet she must not be too familiar with them and thus lose their respect. She must command their confidence and loyalty, so that her girls will make a confidant of her if anything is occurring to dissatisfy them.

For example: Sometimes girls feel they are getting too much "bad" work or too much work of one kind. Experience shows that no matter how well paying the job is, a girl needs a change of work to balance out the week. Sometimes girls employed at piece-work are held up by the staying machine or through another worker's slowness, and this naturally causes dissatisfaction.

If a forewoman has the confidence of these girls they will always come and promptly tell her their troubles. She will learn the causes of any dissatisfaction in time to remedy them, not after the superintendent informs her that so-and-so and somebody else have left.

Selection of Employees

One of the first considerations in the mind of a manufacturing concern and its factory foreman or forewoman is the selection of employees. In the light manufacturing trades such as that of paper box making, a large proportion of the work is done to best advantage by women and girls. The great trouble is, however, the tendency—of young girls especially—to come and go within too short a period of time for them to have learned efficiency or gained experience. The annual labor "turn-over" in this way averages at least 75%—that is, three-quarters of the help leave before the first year of their employment in any one factory expires. This means that the time used in training these workers into the ways of your shop, teaching them how to run the machines, has been largely

Dependable Machinery

Besides a practically complete line of Paper Box Machinery, we manufacture all kinds of Rotary Cutters for Bookbinders' and Card Cutters, and also a line of Shipping Container Machinery for both fibre and corrugated boxes.

If you are interested in converting board and paper, write us first about your requirements.

JOHN T. ROBINSON COMPANY

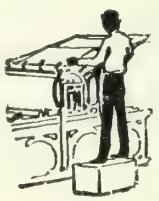
HYDE PARK, MASSACHUSETTS

Chicago Office:
117 North Dearborn St.,
Chicago, Illinois.

New York Office:
395 Broadway,
New York, N. Y.

English Agents:
Wykes & Roberts,
Leicester, England.

Canadian Agents:
Toronto Type Foundry Co.,
Montreal, Toronto, Winnipeg.



Press Production

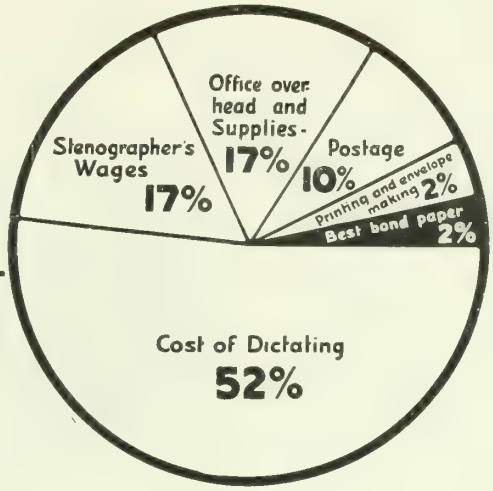
You depend upon your presses for your production and for earning your money. But do you ever stop to think that the electrical equipment plays a mighty important part in this production. Here is where we can help you by giving you the proper controller for your presses and thereby increasing production.

Consult us on all electrical problems.

Specialists in Motors, Generators, Starters, Controllers, Motor Repairs.

The Leslie Electric Co.
74 Grange Ave., Toronto
Telephone Coll. 490

How much does it cost to write a business letter?



Have you ever stopped to consider what a business letter costs?

Figuring the average executive's time, stenographer, office overhead, postage, printing and envelope making, using the best bond paper, it costs 29 cents—of which the paper represents roughly half a cent—or 2 per cent. of the entire cost.

Suppose you use the cheapest bond paper on the market you save, at most, a quarter of a cent a sheet—or 1 per cent. This, in the last analysis, will prove very expensive economy because the good appearance and the dignity of your business stationery will be in doubt, and a poor looking letter head is your worst advertisement.

For true economy, good appearance and unquestionable quality, specify

SUPERFINE LINEN RECORD

a high-grade, all-rag bond paper for all commercial purposes—for forty years the standard by which all good papers are judged.

Made in Canada by

The Rolland Paper Co. Limited

High Grade Paper Makers Since 1882

Montreal - - Canada

wasted. You have to replace partly trained men, women and girls with others probably totally inexperienced and begin teaching all over again. Such are the conditions to-day.

Recognizing those conditions as almost inevitable until the times change, the problem in front of us now is to best overcome these difficulties, always remembering that the objective is production.

What should be the policy followed in selecting the workers upon which to build the reputation and the success of a manufacturing business, and the success of those responsible in charge?

Make a point of hiring as many willing learners as it is possible to use, as from the class of learners comes the class of skilled help.

Engaging your help requires study, and a knowledge or judgment only experience will give you. It is one of the problems a superintendent or forewoman has to deal with. Therefore the superintendent himself or the forewoman herself should be specially fitted for the job of engaging employees. They must have the co-operation of the staff under them. In filling positions of authority preference where possible should be given to those in the rank and file. This policy encourages those who aspire for promotion, knowing there are chances of better positions ahead of them.

Do not hire hastily. Take time to interview the applicant, the interview being your opportunity to judge the applicant from his own impression. Tell the applicant as definitely as possible the requirements of the position.

Three Questions for Applicants

Three leading questions should be put to applicants, and a great deal of trouble will be saved thereby.

1. What is your name?

From the answer you will probably get the applicant's nationality and determine if you have heard of him or her before.

2. Where have you worked before?

The answer to this question informs you if the applicant has worked in some other box factory and gives you an idea of the kind of work she has been accustomed to. If the girl applying has worked in a telephone company or a store, you know she will not do for a glue girl, and so on. If you want references you will know where to 'phone for them.

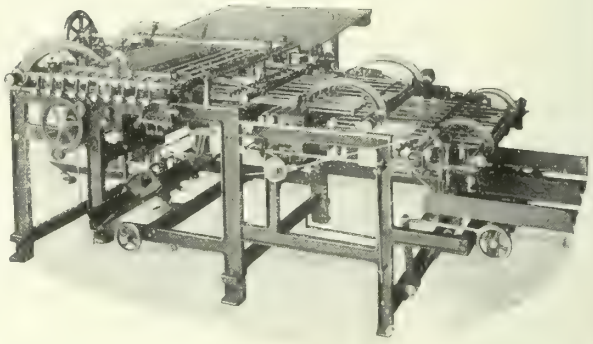
3. What wages were you getting?

Assuming that the answer of the applicant is correct, it will to a certain extent enable you to form some judgment as to the applicant's ability.

Be conservative in outlining the advantages of the position, and be sure to state all the disadvantages. When a man is out of work any job looks good to him. Later on he may feel that you have deceived him. If the job turns out better than he expected, he is so much the more contented. Also by stating all the less attractive features you discourage those undesirable applicants who are looking for snaps.

Discuss thoroughly with the applicant his former work. Find out if he is physically fit and whether he is willing to obey instructions, and also where possible ask his former employer has he given satisfaction? Also take into consideration the general appearance and neatness of the applicant.

No. 2000 Catalog Folder For Regular And Parallel Work



BROWN FOLDING MACHINE COMPANY

Erie, Pa.

Agent:

H. J. LOGAN

114 Adelaide St. W., Toronto, Ontario

Give preference to applicants with recommendations from previous employer.

There is a type of help which claims to be experienced, but whose qualifications should be very carefully examined before you decide to engage them at their own valuation.

You have all met the young woman who says she is an experienced ender or stayer, "Oh, yes, I can do a thousand an hour." But how long have you been able to keep that class of girl in your factory—girls who have had their experience elsewhere and promote themselves from one shop to another? If you are not absolutely at a standstill for a girl to fill any of these positions, or in the midst of a rush season, you will be much better off if you do not engage such girls, no matter how experienced, as you will only find the truth of the fairy tale when the fairy has gone.

(Editor's Note—This is the first of a series of articles to be published in these columns taken from a book, entitled, "Efficiency and Production," issued by the Canadian Paper Box

Rebuilt Machinery

Printing Lithograph

Bookbinding Box Makers

REPAIR REBUILD INSTALL

REBUILT MACHINES

3057—5x7½ Official Press.
0006—8x12 W. & B. Gordon.
0024—8x12 C. & P. Gordon.
0016—10x15 W. & B. Gordon.
3055—14x22 Universal.
3081—14x22 John Thomson.
3082—John Thomson Laureate.
3063—11x17 Autopress.
3067—9x26 Roller Proof Press.
0023—Latham Power Punch.
0011—10 Rosback Perforator.
0021—20" Rosback Perforator.

REBUILT MACHINES

3050—2-Rev. Whitlock Press, bed 42x56.
3051—2-Rev. Cottrell Press, takes 25x38 sheet.
3073—Pony Campbell, bed 23x28, trip, front fly.
3078—Cranston Drum, bed 24x30, rear tapeless delivery.
3070—Taylor Drum, bed 22x28½, not rebuilt, bargain.
3072—2-Rev. Campbell, bed 37½x50, front delivery.
3065—Wood & Nathan Automatic Metal Furnace, nearly new.
3079—King Embossing Press.
3062—Perfection Ruling Machine, 2 Beam Striker, 44" rail, 38" cloth, with Simplex Feeder.

Printers' Machinery Co., Limited

451 King Street West, TORONTO

Phone Adelaide 3323

Night Parkdale 2026W

Manufacturers' Association. The material contained in the book is of vital importance to the paper box making industry in Canada and the articles are being published by special arrangement with the Canadian Paper Box Manufacturers' Association and were compiled by S. J. Frame, secretary-treasurer, under the direction of the Cost and Labor Committee of the Association. Contributors include, W. P. Bennett, Rudd Paper Box Company, Toronto; F. A. Fielder, Fielder Paper Box Co., Toronto; C. T. Reid, Charles Reid & Co., Hamilton; George B. Reid, Ontario Paper Box Company, Toronto; F. B. Smith, A. D. Shoup Co., Toronto; B. Sproule, Collett-Sproule, Toronto; J. B. Lawrason, Lawrason-Doughty Co., Toronto; and Miss Hardecastle, formerly with Somerville Paper Box Co., London.)

Paper Box Trade Notes

The Rapid Carton and Label Company has established a plant at 456 Richmond street, West, Toronto, and has installed considerable modern machinery.

The Ingersoll Cone and Paper Box Company, doing business in Ingersoll, Ont., has been incorporated under the laws of Ontario with an authorized capital of $50,000. The Company will manufacture paper boxes, ice cream cones, etc., and will engage in the business of printing labels. The provisional directors are J. M. Rogers, A. M. Richardson, R. A. Skinner, C. C. Cornish and P. F. Heyes.

The Rudd Paper Box Company, Toronto, has designed a very striking container for the Willard Chocolate Company, Toronto, and is supplying the firm in connection with its output of ice cream sandwiches. The box is a folding one of two colors and encloses a sandwich composed of chocolate-coated biscuits covering a layer of ice cream. The article was launched in Toronto under the name of "Willard's Hokey-Pokey Ice Cream Sandwich," and it promises to have a great vogue as a novelty along with Eskimo Pie.

The Canadian Paper Box Manufacturers' Association, Toronto, has prepared and issued, through S. J. Frame, secretary, handsome testimonials for the past presidents of the association. The testimonials are artistically gotten up and bear the seal of the association and the slogan "Advance." There is an inscription in Latin "Qui voluerit inter vos primus esse erit vester servus," the translation being, "He that shall be first among you shall be your servant." Those receiving the testimonials are: D. H. McDermid, Somerville Paper Box Co., Ltd., London; Art. Harries, Canada Paper Box Co., Montreal; W. P. Bennett, Rudd Paper Box Company, Ltd., Toronto; C. T. Reid, Charles Reid & Co., Hamilton; C. H. Moison, Standard Paper Box Co., Ltd., Montreal.

A Finely Equipped Newspaper Office

The Hanover Post recently installed its second type-setting machine—a model C. S. M. Intertype, three-magazine with side-magazine equipment. The Post has had a No. 5 Linotype for several years. The new machine has a wide range of type faces, and the two machines afford great capacity for service in the Post job department, as well as increasing the facility of the newspaper end in handling late news.

The Post claims the distinction of being the first weekly newspaper in a town of Hanover's size in this section of Ontario to install a linotype machine. The Post now is the first in a town of Hanover's size in that section of Ontario to install a second machine.

With its two type-setting machines, two cylinder presses (one a Miehle) two platen presses, punching machine, power stitcher, perforator, etc. The Post to-day is among the best, if not the finest equipped offices in Canada in a town of the size of Hanover, and the publisher, Mr. Geo. H. Mitchell, is evidently keeping his newspaper well up to the requirements of this growing town.

Book Binders' Cloths
—*use only* BRITISH MAKE

Book Binders' Cloths are not made in Canada. We carry a large stock of

WINTERBOTTOM

CELEBRATED BOOK CLOTHS

in all the popular patterns and colors.
Samples sent on application.

Canadian Agents:

The BROWN BROTHERS LIMITED

SIMCOE, PEARL and ADELAIDE STREETS, TORONTO, ONTARIO

ROLLERS

Don't Wait until the Last Minute

before ordering your change of Rollers. Why not figure out your requirements at once and save possible disappointment due to "Rush orders."

You can save yourself future disappointments, too, by using Manton "Canadian made" Rollers.

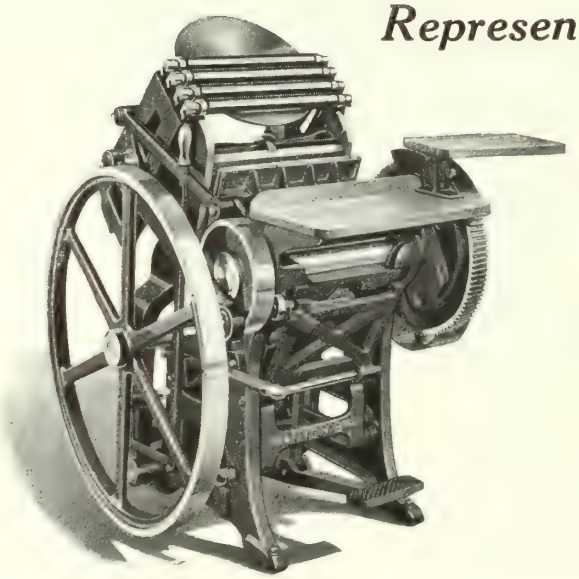
Free from pin holes and oil marks, and with that resiliency and spring so necessary to good printing, you'll find them a big factor in profitable presswork.

Your orders will receive our customary prompt, yet careful attention — let us know your requirements at once.

MANTON BROS.
TORONTO

A New Canadian Press

MADE BY MANTON BROS.



Representing Canadian Labor and Canadian Capital

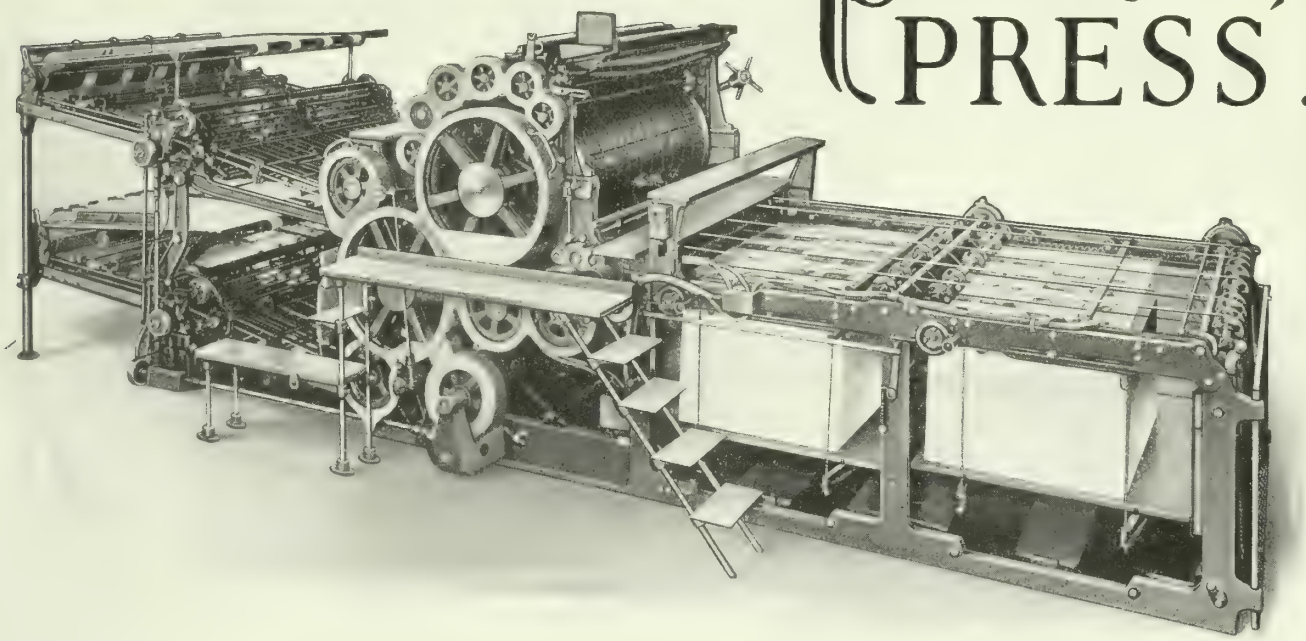
Improved Features: Four rollers running independently of each other; built to give better ink distribution than any other Gordon Press. Heavy, rigid construction, quiet-running. These features combine to make this new Canadian machine superior to any other job press of its kind.

There are many other exclusive features that will interest you. Let us send you full particulars.

MANTON BROS.
TORONTO

Guaranteed to print at a speed of 6000 per hour

UPHAM Sheet Rotary PRESS



The Four-to-One Ratio

established by the UPHAM Sheet Rotary Press is more than a hope or a theory, an advertising claim or a selling argument. It is just simple arithmetic—a mechanical fact.

In successful operation on a wide range of miscellaneous printing. Works equally well on all sizes of paper.

The UPHAM Sheet Rotary makes the 4-to-1 ratio by printing two sheets with each revolution instead of one sheet with two revolutions.

For example: On 60 revolutions of the cylinder, a flat bed prints 30 sheets. On 60 revolutions of the cylinder, the UPHAM Sheet Rotary prints 120 sheets.

United Printing Machinery Company

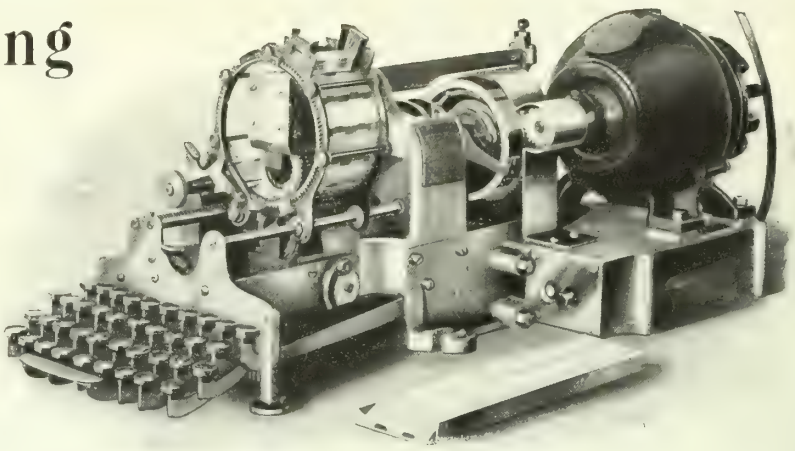
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604 FISHER BUILDING
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Pollard-Alling Reliefograph

Embosses
250 Plates
Per Hour



The Pollard-Alling Reliefograph puts science in the embossing of name plates. The light aluminum plates can be embossed at a rate of 250 plates per hour. Filing of additions and corrections made in the reels rapidly in proper positions; average speed of filing 300 name plates per hour.

The Pollard-Alling style "H" motor driven Addresser prints addresses on mailer strip on paper rolls and office proof at speed of 10,000 an hour; prints directly on margin of newspapers or publications, envelopes, cards, etc., at a speed of 2,500 an hour.

The Pollard-Alling style "G" Mailer Strip and Proof Printer has capacity of 30,000 addresses an hour on mailer strip or proof.

The Pollard-Alling Automatic Addresser has a capacity of 12,000 addressed newspapers or publications an hour.

The POLLARD-ALLING MANUFACTURING COMPANY

220-230 West 19th Street, NEW YORK

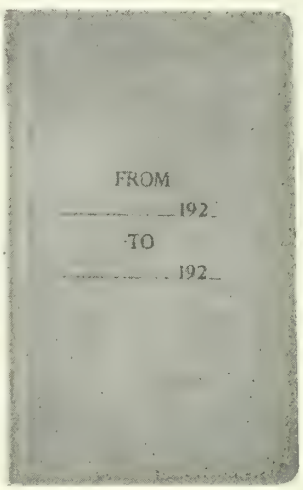
Mr. Printer:

There's Money in these Sidelines

There is a splendid chance to build up a profitable business by handling the Dawson line of Blank Books.

For seventy-five years we have endeavored to produce goods that would reflect credit upon ourselves and, by their superior quality, add to the reputation of the dealer handling them.

We believe our method of production enables us to manufacture a line of books that are superior in every respect: consequently, we guarantee all our products as to workmanship and material, and should any defects appear after leaving our rigid inspection, we will correct or replace without expense to our customers.



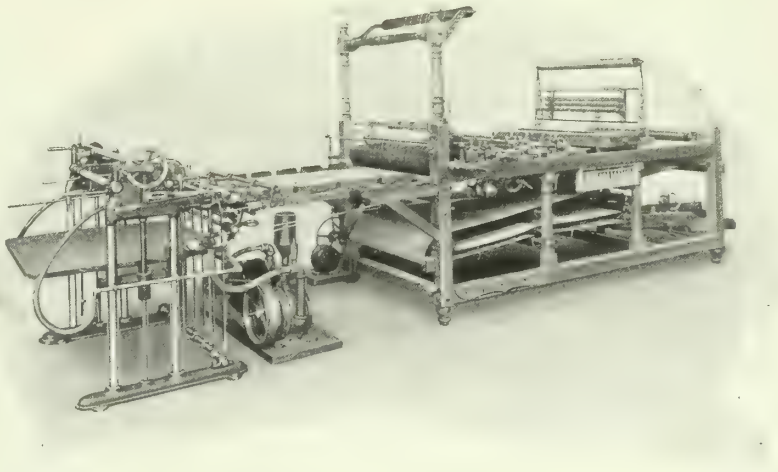
Ask for our latest catalogue descriptive of our line of Blank Books, Loose Leaf Binders, Binder Accessories and other profitable sidelines for the progressive printer.

W. V. Dawson, Limited

Toronto MONTREAL Ottawa Quebec

THE W. O. HICKOK MFG. CO., who have been manufacturing paper ruling machinery for seventy-eight years, wish to bring to the attention of the book-binding and paper-ruling trade their Automatic Paper Feeder. The feeder primarily was designed to fill a long-felt want as a job feeder for paper ruling machinery, but it is just as well adapted for long runs for any class of paper-working machinery that requires sheets of paper to be fed rapidly, with an even spacing and at given regular periods. It will feed the finest tissue paper as well as card board.

No ruling shop is complete or up-to-date without them, in fact no efficient shop can afford to be unequipped with these competent money-earners.



Hickok Automatic Paper Feeders

They have been attached to and successfully operated with all makes of English and German pen and disc ruling machines the world over.

THE W. O. HICKOK MFG. CO.

HARRISBURG, Pa., - U. S. A.

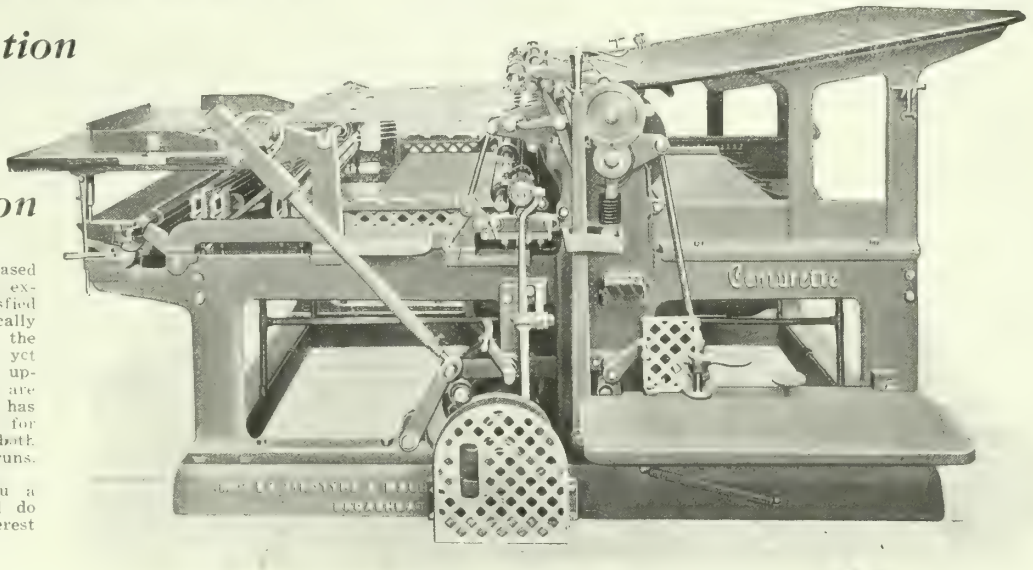
Established 1844 *Incorporated 1886*

Centurette Two-Revolution Press

Satisfaction Under Any Condition

This claim is based upon the actual experience of satisfied users in practically every part of the world. Solidly, yet simply built, its upkeep charges are practically nil. It has the reputation for economy on both short and long runs.

Let us send you a booklet that will do more than interest you.



LINOTYPE & MACHINERY LIMITED

c/o Canadian Linotype Limited

119 Adelaide Street West : : Toronto, Canada

EQUALLY attractive either as a book or cover paper, UTILITY-ACCORD serves a double purpose. Perfectly matched for color and texture in several weights, it may be used for text or covers for light or heavy mailing units.

UTILITY-ACCORD

Serves the Advertiser Well.

It is made in seven attractive colors in 20x20—65 lbs. and 20x26—130 lbs.; also in 25x38—60 lbs.

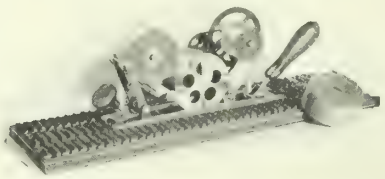
Have You a Sample Book of UTILITY-ACCORD?

NIAGARA PAPER MILLS
LOCKPORT, N.Y.

Found! A new inexpensive way of preparing Mailing Lists.

It will pay you to get details of the MILLSAP LIST PRICE.

(Patented)



A HAND MACHINE for printing mailing lists in a continuous strip directly from type as set in your own galleys. You can use the label pasting machine you now have.

SAVES printing in sheets and trouble of cutting columns apart and pasting ends together Labor is reduced and mistakes eliminated. You can still use proof sheets for bookkeeping.

Will reduce your mailing expense 50 per cent.
NO PLATES! NO STENCILS!
Use the type and galleys you now have.



The Wing Aluminum Mailer
The latest label pasting machine

Send for prices and details.

CHAUNCEY WING'S SONS

Label Addressing Machines

GREENFIELD, MASS., U.S.A.

for

Economy

and working properties in

Three-Colour INKS

you cannot do better than place orders with

Shackell, Edwards & Co.
Limited
127 Peter Street
TORONTO

Most Economical Tool

for the

Composing Room



C & G Trimmiter

"Our saw problems are at an end," says an enthusiastic user of the C & G Trimmiter. "Progressive printers will surely recognize the many advantages the saw possesses. If they are in the market for the most versatile, most flexible, most efficient and accurate composing room saw they will choose the C & G."

You need this cost-cutter. It's moderately priced. Investigate! Machine on demonstration a.

DeCarle - Wareham

TYPE FOUNDERS *Limited*

74 MARKET ST. - - TORONTO

3

Brass Rule Made to order

Roller Composition and Casting

GEO. M. STEWART

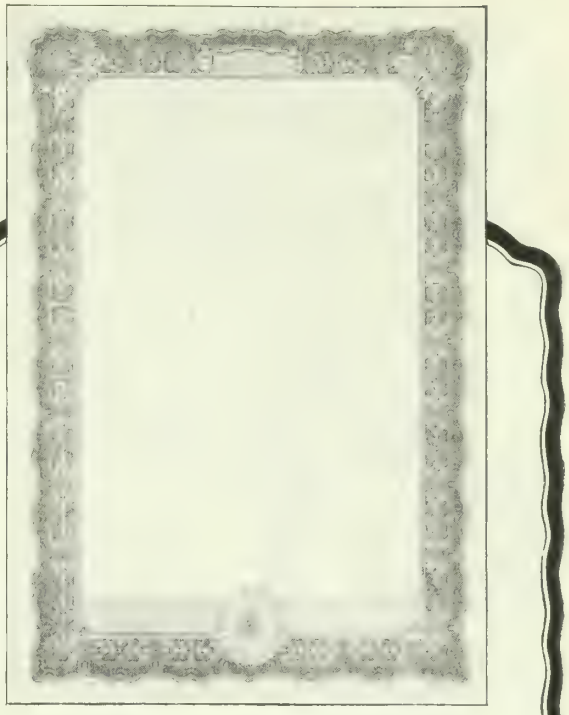
PRINTING *and* BOOKBINDING MACHINERY

TYPE *and* SUPPLIES

92 McGILL STREET, MONTREAL

PHONE MAIN 1892

Thoroughly Rebuilt Cylinder and Platen Presses, Paper Cutters and Machinery of All Kinds for Printers, Bookbinders, Box Makers, etc. Write and state your requirements.



Go to Goes for

The Goes Steel-Engraved

Certificate Blanks, Bordered Blanks and Bond Blanks

An entirely new and original assortment of

Steel-Engraved Blanks

produced upon Crane's Bond paper; so designed and arranged that they can easily be overprinted either from type or by the lithographic process, and thus present an unusually high-grade, refined, handsome appearance.

The Goes Steel-Engraved Blanks will be constantly carried in stock in quantities that will insure the usual Goes service *for all your requirements.*

A written request for samples and further information will bring a prompt reply.

Goes Lithographing Company

41 West 61st Street, Chicago

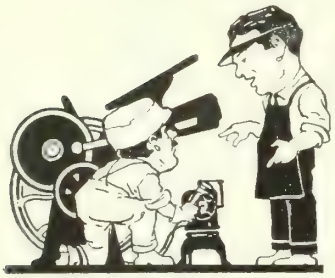


"No Belt Needed, It's Friction Drive"

The Kimble Job Press Motor with spring base and friction pulley is the ideal job press unit. It was developed in 1906 and has led the march of progress ever since. Thousands of print shops use the friction drive with reduced maintenance costs.

The latest bulletin gives complete details.

Send for Booklet



KIMBLE ELECTRIC COMPANY

2401 W. Erie Street Chicago, U.S.A.

Address correspondence to nearest representative.

GREAT WEST ELECTRIC CO., LTD., 57 Albert St., Winnipeg, Man., for all points west of Port Arthur and Fort William.

MASCO COMPANY, LTD., 76 Richmond St. E., Toronto, for all points east of Port Arthur and Fort William.

KIMBLE MOTORS

THE SUMMIT OF QUALITY
ESLEECK'S THIN PAPERS
MADE AT TURNERS FALLS, MASS. BY
ESLEECK MFG. COMPANY

(WATERMARKED)
For Copies of Letters and all other Forms.

SUPERIOR MANIFOLD
Sub. 8 — white and 9 colors

FIDELITY ONION SKIN
Sub. 9 — white

EMCO ONION SKIN
Sub. 10 — white and 8 colors

Made From High Grade Rags

ESLEECK MFG. COMPANY
TURNERS FALLS, MASS.

COMPOSITION MAKE-UP LOCK-UP

Catalogues Price Lists Publications

At a price you cannot do it for yourself---WHY?

We specialize—We keep an accurate cost record, and also keep in touch with the work going through—You pay only for CHARGEABLE HOURS.

Mono-Lino Typesetting Co. Ltd.
160 Richmond St. W., Toronto

Canadian Advertising
Compared with
Advertising in the States

¶ Seeing ourselves as others see us may do us good, but it takes courage to look into the mirror held by other hands.

¶ Is your desire for knowledge stronger than your fear of injured pride? If so, read what an able critic thinks of your abilities. Are you original or do you copy?

¶ "Know the truth; and the truth shall make you free." The answer is in the October number of

Published Monthly
Price $4.50 per year

The Printing Art
CAMBRIDGE, MASS., U.S.A.

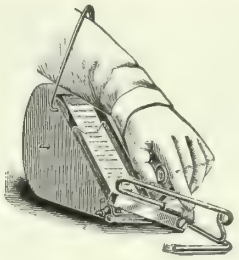
INDIAN  BRAND

GUMMED PAPERS

Have been used for years, and the demand for this Canadian made sheet is growing by leaps and bounds. There is a reason for this. Quality is there, and any jobber can supply your needs promptly.

Canadian Nashua Paper Co.,
LIMITED
PETERBORO, ONTARIO

Sold through all Prominent Jobbers



THE ROBERT DICK MAILER

Reduces mailing expense
Efficient
Light
Inexpensive
Addresses (expert) 8,556 an hour
Beats them all
Leads, others follow
Easy to operate

Write to-day for interesting Booklet

REV. ROBERT DICK ESTATE
137 W. TUPPER ST. -:- BUFFALO, N.Y.

The Use of the Proper Raw Materials is Important

WE MAKE our own raw materials. Furthermore, we make them to particularly suit the purpose for which they are intended. Thus Huber's inks excel in meeting the exact requirements of each job.

It Pays to Huberize

J-M-Huber

65-67 WEST HOUSTON STREET, NEW YORK

Baltimore, Chicago, Omaha, St. Louis, Boston, Cincinnati, Philadelphia, San Francisco; London, England; Toronto, Canada. Factories: Brooklyn, N. Y., Bayonne, N. J., Dola, W. Va., Swartz, La.

DRY COLORS VARNISHES CARBON BLACK PRINTING INKS

Printing and Lithographing Machinery

of all kinds

Complete Service for Rebuilding and Moving Presses. Agents for Rosback Perforators and Stitchers, Bunn Tying Machines, Southworth Punches and Holdfast Hangers. All kinds of Printing and Lithographing Materials.

Thomas W. Hall Co. Inc.
409 Ninth Avenue, New York City
2 Blocks from Penn Station

Buyers' Guide



Newspaper and Magazine Accounts *EVERYWHERE*

Send us your delinquent accounts. Let us turn them into cash for you.

No Collection, No Charge—Prompt Returns.

Reult - Reult

REFERENCES—The Bank of Nova Scotia and over 200 satisfied Canadian publishers for whom we have been collecting for the last nine years.

The Canadian Mercantile Agency
OTTAWA, CANADA

J. L. PEPPER

Efficiency and Appraisal Expert

Appraisals made for Printing Plants Exclusively

Graphic Arts Appraisal Co.
102 Adelaide Street West
TORONTO, ONT.
TELEPHONE: ADELAIDE 7666

Filling Your Advertising Columns

Through the FINANCIAL POST you can reach the men who make the advertising appropriations, who have the final say as to the choice of media, as well as a large proportion of Canada's leading advertising agency executives.

Business men see big business on the way. Returning confidence is leading to bigger advertising appropriations.

As a publisher, you want to get your share of the advertising that is now being planned. Look over this list. It shows who reads THE POST.

—Every Canadian investment house
—Head office officials in every Canadian bank.
—Insurance, trust and loan company officials, etc.
—over 4,000 executives of leading industrial and commercial institutions.
—Advertising Agency executives.

Let us tell you how by advertising in THE FINANCIAL POST you can increase the volume of advertising in your own publication.

THE FINANCIAL POST
143 University Ave, TORONTO

THE firms listed in this Buyers' Guide are all advertisers in PRINTER AND PUBLISHER. *Refer to the ads. by consulting the Index. Our interests are mutual—tell the advertisers you read their ad. in* PRINTER AND PUBLISHER. *Patronize* PRINTER AND PUBLISHER *advertisers—they are all definitely interested in the promotion of efficiency in equipment and service in Canada's allied printing trades.*

ADDRESSING MACHINES
Challenge Machinery Co., The, Grand Haven.
Pollard-Alling Co., New York.
Printers' Machinery Co., Ltd., Toronto, Ont.
Miller & Richard, Toronto, Ont.

BAILERS FOR WASTE PAPER
Golding Mfg. Co., Franklin, Mass.
Logan, H. J., Toronto, Ont.
Miller & Richard, Toronto, Ont.
Printers' Machinery Co., Ltd., Toronto, Ont.
Stephenson, Blake & Co., Toronto.
Stewart, Geo. M., 92 McGill St., Montreal.

BINDERY EQUIPMENT AND SUPPLIES
(See also CUTTING MACHINES)
Adzit Printer's Supply Co., Grand Rapids, Mich.
Anderson, C. F., & Co., Chicago.
Berry Machine Co., St. Louis, Mo.
Dexter Folder Co., New York.
Golding Mfg. Co., Franklin, Mass.
Hall Co., Inc., Thomas W., New York.
Hall, A. W., & Co., Chicago.
Hickok Mfg. Co., Harrisburg, Pa.
Logan, H. J., Toronto.
Printers' Machinery Co., Ltd., Toronto, Ont.
Machine Builders Ltd., Montreal.
Morrison Co., J. L., Toronto.
Nelson, Inc., C.R., & W. A., Chicago.
Poor Richard Corpn., The, Chicago.
Stephenson, Blake & Co., Toronto.
Stewart, G. M., Montreal.

BINDERS—LOOSE LEAF
Brown Bros., Limited, The, Toronto.
Vawter-Luckett Co., Toronto.

BRONZING MACHINES
Printers' Machinery Co., Ltd., Toronto, Ont.
United Printing Machinery Co., Boston.

COMPOSING ROOM EQUIPMENT
(See also LEADS, SLUGS AND TYPE)
The following list covers Iron Furniture—
Challenge Machinery Co., The, Grand Haven, Mich.
DeCarle-Wareham Co., Toronto.
Hall Co., Inc., Thomas W., New York.
Hamilton Mfg. Co., Two Rivers, Wisconsin.
Manton Bros., Toronto.
Miller & Richard, Toronto, Ont.
Printers' Ideal Equipment Mfg. Co., Toronto.
Printers' Machinery Co., Ltd., Toronto, Ont.
The Standard Linaform Co., Boston, Mass.
Stephenson, Blake & Co., Toronto.

COUNTING MACHINES
Manton Bros., Toronto.
Miller & Richard, Toronto, Ont.
Printers' Machinery Co., Ltd., Toronto, Ont.
Stephenson, Blake & Co., Toronto.

CUTTING MACHINES—PAPER
Hall, A. W., & Co., Chicago.
Golding Mfg. Co., Franklin, Mass.
Manton Bros., Toronto.
Miller & Richard, Toronto, Ont.
Morrison Co., J. L., 445 King St. W., Toronto.
Printers' Machinery Co., Limited, Toronto.
Stephenson, Blake & Co., Toronto.

COLLECTION AGENCIES
Canadian Mercantile Agency, Ottawa.
Dominion of Canada Credit Service, Toronto
Publishers' Protective Assoc'n, Toronto.

DIE CUTTING
Levy & Co., Toronto, Ont.

EFFICIENCY EXPERT
Pepper, J. L., 102 Adelaide St. W., Toronto.

ELECTROTYPING AND STEREOTYPING
Rapid Electrotype Co., Ltd., Toronto.
Toronto Electrotype & Stereotype Co., Toronto.

ELECTROTYPE AND STEREOTYPE BASES
Challenge Machinery Co., The, Grand Haven, Mich.
Miller & Richard, Toronto, Ont.
Printers' Machinery Co., Ltd., Toronto, Ont.

ELECTROTYPE METAL
Canada Metal Co., Limited, Toronto.

EMBOSSING EQUIPMENT
Golding Mfg. Co., Franklin, Mass.
Stephenson, Blake, & Co., Toronto.
Manton Bros., Toronto.
Miller & Richard, Toronto, Ont.

FEATURES

Weekly Pages
Camera News; Fashion; Children's Feature.

3-A-Week
Radio; Hints for the Motorist; Handicraft in the Home.

Daily Features-Comic
Hanny's Cartoons; Us Kids; Smiles; Noozie; Jingles.

Other Dailies
Pertinent Portraits; Fashion Hints; Puzzles.

Special Series
72 Lessons in Baseball; 24 Lessons in Boxing; 48 Classified Promotion Ads; 84 Useful Bird Citizens.

Miscellaneous
Weekly House Plans; The Ad-Route—a monthly house organ for newspapers—By W. S. Ball

Proofs, prices and sample mats with pleasure on request.

The International Syndicate
22 years of Unfailing Feature Service
Baltimore, Maryland

For Sale

Belknap Addressing Equipment

Having installed the Pollard-Alling Equipment in our Subscription Department, we are offering the following for sale at attractive prices. This equipment is still in actual operation and is in good condition.

1 Envelope addressing machine Model 1, Serial No. 606, Style D
1 Envelope addressing machine Model 3, Serial No. 406, Style B
1 Monarch stencil cutting typewriter Model 3, Serial 73377
1 Royal stencil cutting typewriter Model 10
365 Tin boxes for holding stencils
1 Belknap mailing machine, including paper cutting attachment, chains, gears and small accessories.

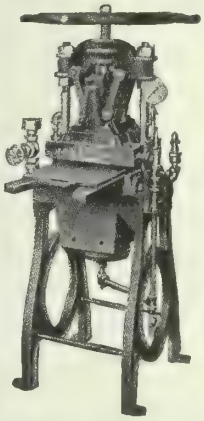
MacLean Publishing Company, Limited
143 University Avenue, Toronto

The CHRISTMAS SEASON

will soon be here. Send "The Canadian Printer and Publisher" to your printer friends as a Christmas Gift—$3.00 per year.

Buyers' Guide

PRINTERS!



Make your own rubber stamps with very little extra equipment.

Send For Catalog.

THE J.W.F. DORMAN CO.
BALTIMORE - MD.

Ticonderoga Pulp and Paper Co.
Machine Finish, Special Magazine and Antique Finish
BOOK, MAGAZINE, COATING, LITHOGRAPH and MUSIC
PAPERS
Mills at Ticonderoga, N. Y.
Sales Department
Rooms 800-816, 522 Fifth Ave. New York



BERRY ROUND HOLE CUTTER
Drills or "cuts" clean holes through any paper or pasteboard stock ten times as fast as a die punch.
Will drill from one to six holes in one operation.
Built in Four Models.
Berry Machine Co.
300 N. Third St. St. Louis, Mo.

STUDY

The advertising pages of "The Canadian Printer and Publisher." Manufacturers and dealers of the best lines in Printing, Binding and Box making equipment use this paper. because it *pays*—but it pays *YOU* most.

Modern Die and Plate Press Mfg. Co., Belleville, Ill.
Printers' Machinery Co., Ltd., Toronto, Ont.

ENGRAVERS' EQUIPMENT
Engravers' Machinery Co., of Can., Ltd., Mont.

ENGRAVERS
Legge Bros., Toronto, Ont.

ENVELOPE MANUFACTURERS
Dawson, Ltd., W. V., Montreal and Toronto.
Toronto Envelope Co., Toronto.

ESTIMATING AND COST SYSTEMS
Porte Publishing Co., Salt Lake, Utah, U.S.A., and 32 Temperance St., Toronto.

FEATURES AND READY PRINT SERVICE
International Syndicate, Baltimore, Md.

FURNACES
The Monarch Eng. and Mfg. Co., Baltimore, Md.

FIRE EXTINGUISHER
Bennett & Wright Co., Toronto.

GUMS, PADDING AND PASTES
Beveridge Supply Co., Ltd., Montreal, Que.
Wilson Munroe Co., Toronto.

INK (PRINTING) MANUFACTURERS
(*Including Bronzing Powders.)
Ault & Wiborg Co., Toronto, Ont.
Charles Bush, Limited, Toronto.
Canada Printing Ink Co., Toronto.
Columbia Printing Ink & Roller Co., Vancouver, B.C.
Dominion Printing Ink Co., Ltd., Toronto.
Huber Ink Co., Toronto.
Manton Bros., Toronto, Ont.
Shackell, Edwards & Co., Ltd., Toronto.
Sinclair, Valentine & Hoops, Ltd., Toronto, Ont.

LABEL PRINTING
Levy & Co., Toronto, Ont.

LEADS, SLUGS AND TYPE
DeCarle-Wareham Co., Toronto.
Manton Bros., Toronto.
Miller & Richard, Toronto, Ont.
Printers' Machinery Co., Ltd., Toronto, Ont.
Stephenson, Blake & Co., Toronto.

LITHOGRAPHERS
Goes Lithographing Co., Chicago, Ill.

MAILING MACHINES
Miller & Richard, Toronto, Ont.
Chauncey Wing's Sons, Greenfield, Mass.
Pollard-Alling Mfg., Co., The, New York.
Printers' Machinery Co., Ltd., Toronto, Ont.
Rev. Robert Dick Estate Buffalo, N. Y.
Stephenson Blake & Co., Toronto.

MAILING GALLEYS
Challenge Machinery Co., The, Grand Haven, Mich.
Manton Bros., Toronto.
Miller & Richard, Toronto, Ont.
Printers' Machinery Co., Ltd., Toronto, Ont.
Stephenson Blake & Co., Toronto.

MELTING POTS, ELECTRIC
Cline Electric Co., Chicago, Ill.
Printers' Machinery Co., Ltd., Toronto, Ont.

METAL
(For all kinds of Typesetting Machines and for stereotyping purposes.)
Canada Metal Co., Limited, Toronto.

METAL FURNITURE
Challenge Machinery Co., The, Grand Haven, Mich.
DeCarle-Wareham Co., Toronto.
Manton Bros., Toronto.
Miller & Richard, Toronto, Ont.
Mono-Lino Typesetting Co., Toronto
Printers' Machinery Co., Ltd., Toronto, Ont.
Stephenson Blake & Co., Toronto.

MOTORS AND TRANSMISSION
Cline Electric Co., Chicago, Ill.
Hall Co., Inc., Thomas St., New York City.
Kimble Electric Co., Chicago.
Leslie Electric Co., Toronto
Manton Bros., Toronto, Ont.
Printers' Machinery Co., Limited, Toronto.

PAPER BOX MACHINERY
Millar & Richard, Toronto.
Morrison, J. L., Co., Toronto.
Printers' Machinery Co., Toronto.
Robinson Co., John T., Boston, Mass.
Stephenson Blake & Co., Toronto.

PAPER MANUFACTURERS AND DEALERS
Beveridge Supply Co., Ltd., Montreal, Que.
Brown Bros., Limited, The, Toronto.
Buntin, Gillies & Co., Ltd., Hamilton, Ont.
Butler & Jones, Toronto, Ont.
Canada Paper Co., Toronto.
Dawson Ltd., W. V., Montreal.
Don Valley Paper Co., Toronto, Ont.

Here's an extreme case

"Dear Mr. Buchanan:
Thank you for your letter of Sept. 19, enclosing remittance. You have collected every past due account we sent you. Of course, neither of us would dare hope for such results on a very large list, but I do know that you always obtain an extraordinary percentage of payments."

Remember, we said this was an extreme case, and we don't claim that we can do as well for **you**. Nevertheless, the resultfulness of our efforts averages extremely high.

Yes, we'll handle your past due subscription and advertising accounts. Mail in your list to-day.

DOMINION OF CANADA CREDIT SERVICE
P. O. Box 156 Toronto

NOW is the time to Buy—don't wait. Consult these advertising pages. Our advertisers will *save* you money—Buy *Now.*

Look Over Your Plant

Compare your equipment with the advertised lines in "The Canadian Printer & Publisher."

Have YOU the best in plant equipment ?

Buyers' Guide

Buntin Gillies & Co. Limited
WHOLESALE
Stationers and Paper Dealers
HAMILTON

Publishers' Protective Association
Collection Specialists
Bonded Connections Everywhere
112-114 St. James Chambers,
79 Adelaide St. East,
TORONTO : ONTARIO
Telephone: Main 5494

Efficient Equipment
Study the advertisements in The Canadian Printer and Publisher—they point you to what is right in the latest printing office equipment.
Buy Today

They Want The Best In Printing
Investment and financial houses, insurance companies, large business institutions demand the best in printing service.
Such accounts are steady and profitable for the printer.
Through THE FINANCIAL POST you can reach the men who buy printing for these important institutions as well as the men higher up who have the final say in buying policies.
THE FINANCIAL POST reaches
—Every Canadian investment house.
—Head office officials in every Canadian bank.
—2,200 bank managers.
—Insurance, trust and loan company officials, etc. and
—over 4,000 executives of leading industrial and commercial institutions.
Ask us to tell you how to reach the buyers of good printing.
THE FINANCIAL POST
143 University Ave., Toronto

Eslcck Mfg. Co., Turner's Falls, Mass.
Halls Paper Co., Ltd., Fred W., Toronto, Ont.
McFarlane, Son & Hodgson, Montreal, Que.
Niagara Paper Mills, Lockport, N.Y.
Ritchie & Ramsay, Ltd., Toronto, Ont.
Rolland Paper Co., Ltd., Montreal, Que.
Scott Ltd., J. & J., New York City
Thomas & Green, Ltd., Woodburn, Green, Bucks.
Ticonderoga Pulp & Paper Co., New York.
United Paper Mills, Ltd., Toronto
Whyte Paper Co., Ltd., Toronto.
Wilson-Monroe Co., Toronto.

PAPER, TYMPAN

Cromwell Paper Co., The, Chicago, U.S.A.
Don Valley Paper Co., Ltd., The, Toronto.
Wilson-Monroe, Co., Toronto.

PAPER RULING EQUIPMENT

Hiscok Mfg. Co., Harrisburg, Pa.
Stephenson, Blake & Co., Toronto, Ont.
Printers' Machinery Co., Ltd., Toronto, Ont.

PAPER, MAILING AND MATRIX

Beveridge Supply Co., Ltd., Montreal, Que.

PENMANSHIP

T. A. Baker, Toronto

PRESSES, ROTARY

Duplex Printing Press Co., The, Battle Creek, Michigan.
Goss Printing Press Co., Chicago, Ill.
Hoe & Co., 504-520 Grand St., New York.

PRINTING PRICE LISTS

Porte Publishing Co., Toronto.

PRESSES AND OTHER EQUIPMENT

(Includes Cylinder and Job Presses, Gauges etc. See Embossing, Etc.)

Anderson, C. F., & Co., Chicago.
Babcock Printing Press Co., New London, Conn.
Challenge Machinery Co., The, Grand Haven, Michigan.
Golding Mfg. Co., Franklin, Mass.
Goss Printing Press Co., Chicago
Hoe & Co., R., New York
Hall Co. Inc., Thos. W., New York.
Little Wonder Electric Heater Co., Cleveland, O.
Linotype & Machinery, Ltd., London, Eng., and 68 Temperance St., Toronto.
Manton Bros., Toronto, Ont.
Megill, Ed., 60 Duane St., New York City.
Miehle Printing Press & Mfg. Co., Chicago
Modern Die and Plate Press Mfg. Co., Belleville, Ill.
Morrison Co., J. L., Toronto, Ont.
Premier & Potter Ptg. Press Co., Inc. New York
Printer's Machinery Co., Ltd., Toronto.
Scott, Walter, & Co., New York.
Stephenson, Blake & Co., Toronto.
United Printing Machinery Co., Boston.
Machine Builders Ltd., Montreal.
New Era Mfg. Co., Patterson, N. J.

PULLEYS

Horton Mfg. Co., Minneapolis, Minn
Manton Bros., Toronto.

"REDUCOL"

Manton Bros., Toronto

ROLLERS

Ault & Wiborg Co., of Can., Ltd., The, Toronto.
Canada Printing Ink Co., Ltd., Toronto
Columbia Ptg. Ink & Roller Co., Vancouver, B.C.
Manton Bros., Toronto, Ont.
Sinclair, Valentine & Hoops, Toronto

RUBBER STAMP EQUIPMENT

Dorman, The J.W.F., Co., Baltimore, Md.

TINNING, ETC.

Cowper Calender Metal Co., Toronto

TYPE HIGH MACHINES

Challenge Machinery Co., The, Grand Haven.
Printers' Machinery Co., Ltd., Toronto, Ont.
Stephenson Blake & Co., Toronto.
The Standard Linaform Co., Boston, Mass.

TYPE, LEADS AND SLUGS

(Includes Type of all kinds Wood, Brass or Lead.)

DeCarle-Wareham Co., Toronto.
Manton Bros., Toronto.
Miller & Richard, Toronto.
Printers' Machinery Co., Ltd., Toronto, Ont.
Stephenson, Blake & Co., Toronto.

TYPESETTING

Mono-Lino Typesetting Co., Ltd., Toronto.
Trade Compositon Co., Toronto.

TYPESETTING MACHINES AND PARTS

Canadian Linotype Ltd., Toronto.
Intertype Corpn., Brooklyn, N.Y.
Lanston Monotype Machine Co., Toronto
Linograph Co., Davenport, Iowa.
Stevenson, Ashton G., Inc., Chicago, Ill.

THE FRANKLIN PRINTERS SERVICE
All we can give for the money—
Not all we can get for the service
If you would like to know more about this Service—which is making money for thousands of printers and publishers—write for more particulars
The subscription price is small
The returns exceedingly great
The Porte Publishing Co.
32 Temperance St., Toronto

ELECTROTYPING and Stereotyping at any one of our three plants. All orders filled promptly. Service and quality on every order.
RAPID ELECTROTYPE CO., LIMITED
Montreal Toronto London Windsor

Gummed Label Printing
for the Trade
TAKE YOUR ORDERS, ANY QUANTITY, SHAPE, ONE OR MORE COLORS, AND SEND THEM TO
Levy & Company
122 Richmond St. W., Toronto
Adelaide 2439

Dieing Out Work
ANY CONCEIVABLE SHAPE OR QUANTITY---SATISFACTION GUARANTEED
Mail orders attended to promptly

METAL EDGING
(TINNING)

YOUR CALENDARS, ADVERTISING HANGERS, DISPLAY CARDS, ETC., PROMPTLY AND CAREFULLY HANDLED BY

THE COOPER CALENDAR METAL COMPANY

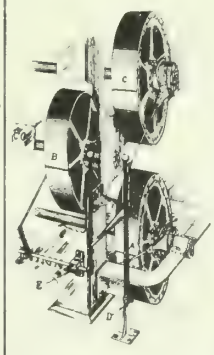
12-16 PEARL STREET - TORONTO, ONTARIO

PHONE ADELAIDE 5547

THE ONLY SPECIALTY OF ITS KIND IN CANADA

WE ARE COMPLETELY EQUIPPED FOR, AND SPECIALIZE IN METAL EDGING AND METAL SLIDES, AND SOLICIT YOUR PATRONAGE. . . TRY US ONCE—YOU'LL CONTINUE TO.

NEW DRIVE-SHAFT MODELS



HORTON
VARIABLE SPEED
PULLEYS

Models 15-0 and 17-0.

Easily installed and adaptable to ANY machine using up to 5 H.P. The only requirements are 3 to 4 inches shaft projection outside of Frame, Fig. C, or 6½ to 7¾ inches between bearings, Fig. A or B.

INFORMATION REQUIRED

Name of Machine, Model and Series, Diameter and R.P.M. of Shaft, Speed Range and H.P. consumption.

HORTON MANUFACTURING CO.,
Cable Address "Hortokum"
MINNEAPOLIS - - - - MINN.

Beveridge Supply Co., Limited

628-630 St. Paul St. West
MONTREAL

Papers of all kinds for all purposes.

MATRIX PAPERS & STEREO SUPPLIES.
PASTES, GLUES, PADDING GUMS.

Padding Composition *Flexible Glues*

The
Columbia Printing Ink & Roller Co.
Manufacturing
Fine Printing Inks
and
"Hercules" Printers' Rollers
ALL SIZES FOR ALL CLIMATES

Show Card Inks—Artists' Drawing Inks—Marking and Stencil Inks (soluble in oil or water)—Rubber Stamp Inks—Laundry Inks—Steel Die Inks—Artists' Oil Colors Label Paste for Tin or Glass.

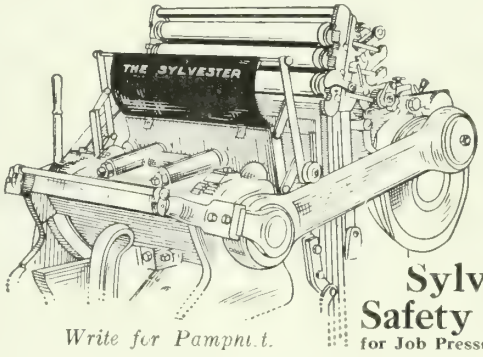
1063 Hamilton St., Vancouver, B.C.

Cline Westinghouse Interchangeable Electric Motor Drive

FITS ANY MODEL TYPESETTING MACHINE AND IS INTERCHANGEABLE

Write us for further details.

CLINE ELECTRIC MFG. CO.
CHICAGO NEW YORK



PROTECT YOUR PRESS FEEDERS with the

Sylvester Safety Device
for Job Presses of all kinds.

Write for Pamphlet.

W. H. SYLVESTER & SONS
3627 N. Smedley St., Phila., Pa.

There is only one ENGRAVING
That produced by the artist on Steel and Copper and EMBOSSED ON OUR PRESSES.

Modern Die and Plate Press Mfg. Co. Belleville, Ill.

Everything for the Engraving Department

McFarlane, Son & Hodgson, Limited

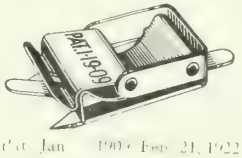
Wholesale Paper Dealers and Stationers

14 ST. ALEXANDER STREET : MONTREAL

the **Speedaumatic** *Company*
MANUFACTURING
THE MULTI-MAILER SYSTEM
817 825 WASHINGTON BLVD
PHONE HAYMARKET 7856
CHICAGO

EVERY Circulation Manager with a daily mail list of over 1,500 should send for our new booklet, "SUGGESTIONS FOR HANDLING THE SMALL MAIL LIST." Crammed with [illegible] suggestions, methods that all can use. Shows how 50 per cent of subscriber complaints can be prevented. Send for YOUR copy.

STRAIT'S PATENT LEVER FEED GUIDE



Particularly efficient where space will not permit the use of quads or any other guide or pin.

Original Style—Without Tongue.
Improved Style—With Tongue.

Sold by Dealers Everywhere

H. H. STRAIT
Overland, Mo., U. S. A

Pat. Jan. 19th, Feb. 21, 1922

In answering advertisements, kindly mention "The Canadian Printer and Publisher"—that's your introduction.

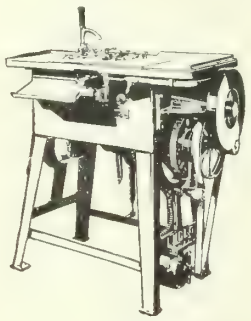
The Ludlow

Prevents Loss and Offers a Profit

YOU are a good printer—you are turning out good work and lots of it. But are you making your fair profit? Do you lose in the composing room what you make on your presses and then barely come out even or suffer a loss?

Put Composition on a Profit Basis

"We believe that the Ludlow would pay for itself in two years in type bills alone. If you have much work requiring standing forms, or recasting for the purpose of running several at a time, you will find it of particular advantage."—The Martin Printing Company, Cleveland, Ohio.



Eliminate cost uncertainties. With the Ludlow you do not guess at cost of composition on a job—you know. You have only so much setting and make-up at so much per line. You can meet your estimate every time.

Increase your capacity for composition by the Ludlow method, by which your compositor may cast unlimited new type in any font as needed for each job, on slugs which cannot pi.

Lower your costs on composition and make-up by the Ludlow System, which cuts down your floor space and prevents loss of time hunting for sorts, picking forms and on account of pi

Stop distributing dead forms. Dump them into the hell box. Keep your compositors on productive work. Who wants to distribute old, worn type when unlimited new faces on slugs are cheaper than distribution!

Use more multiple forms. Save composition and electrotype expense by recasting each line. Make up enough forms to fill the capacity of your press.

Get non-competitive jobs by having an unlimited capacity for big-type composition—big charts, directory sheets for use in department stores, posters and broadsides. Remember that unlimited quantities of 42, 48 and 60-point faces are easily available, as needed.

LUDLOW TYPOGRAPH COMPANY
2032 CLYBOURN AVENUE CHICAGO, ILL.
Eastern Office: World Building, New York City
ONTARIO AGENTS:
MONO-LINO TYPESETTING COMPANY, LIMITED
160 Richmond Street West Toronto, Canada

LUDLOW QUALITY SLUG COMPOSITION ABOVE 10 PT.

TRADE ONLY

EVERY day for over six years we have been dealing with you Master Printers, Lithographers and Commercial Stationers. You—and your troubles—we believe we know—intimately. Your interests have been ours and we have studied your problems with as much care as our own. You have backed our "MANUFACTURING SERVICES" (YOUR ENVELOPE DEPARTMENT) loyally.

We trust the method used in our latest List, dated October 10th., of listing "SMILING LINE ENVELOPES" (Pages 6 to 9) will commend itself to your consideration and assure us our share of this business.

The Toronto Envelope Co. Limited

The Only Envelope Manufacturers to the Printing Trade Only
11 Brant Street, Toronto

See Page 53 For Index To Advertisers

Winter Rollers



The correct style for this fall and winter--

"SINEW BRAND"



Ship Cores to

CANADA PRINTING INK CO.
LIMITED
15 DUNCAN STREET - TORONTO

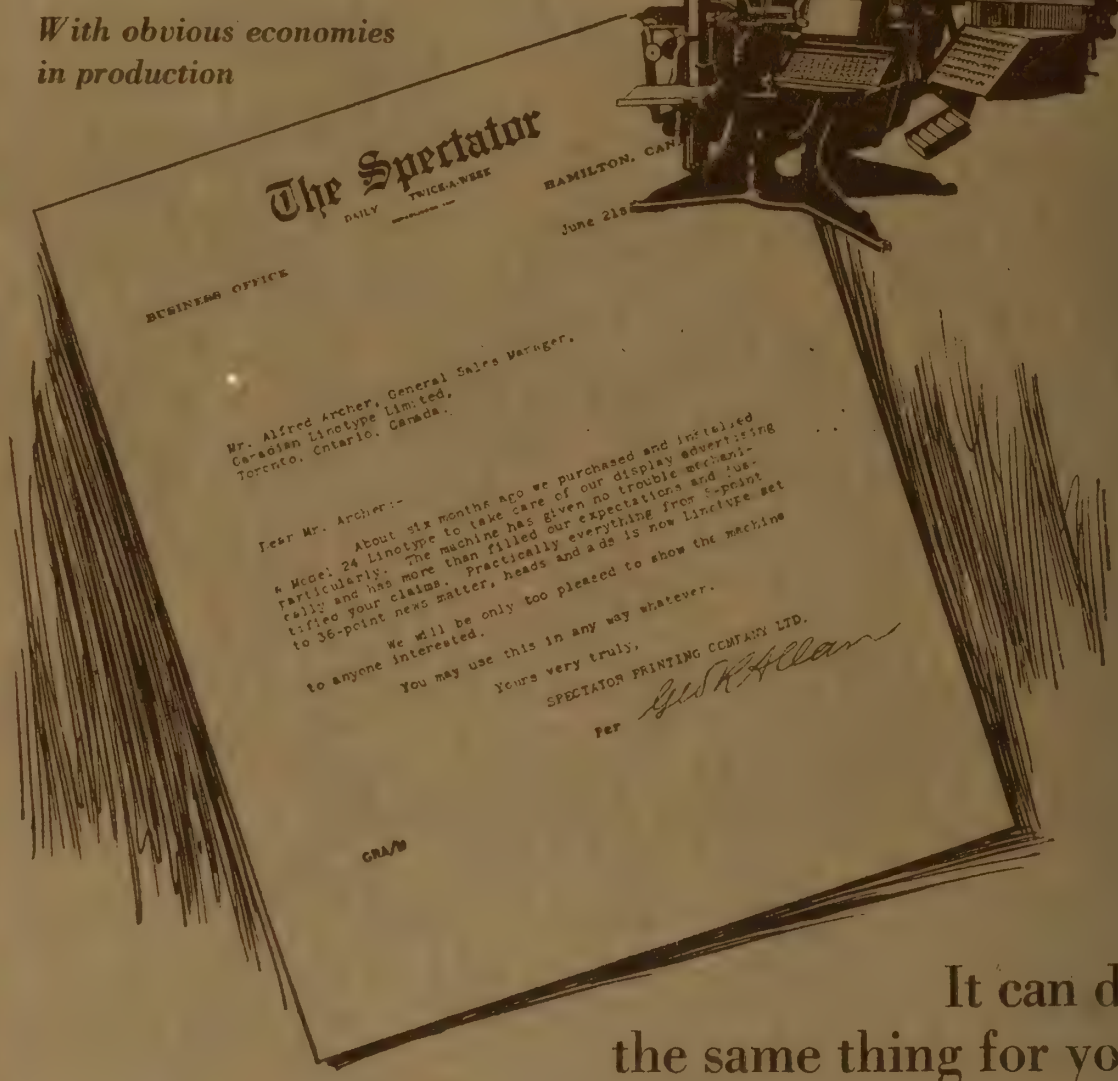
LINOTYPE

The Model 24 Linotype

has put the Hamilton Spectator on practically an All-slug basis

With obvious economies in production





The Spectator

DAILY TWICE-A-WEEK HAMILTON, CAN.

June 21s

BUSINESS OFFICE

Mr. Alfred Archer, General Sales Manager,
Canadian Linotype Limited,
Toronto, Ontario, Canada.

Dear Mr. Archer:-

About six months ago we purchased and installed a Model 24 Linotype to take care of our display advertising particularly. The machine has given no trouble mechanically and has more than filled our expectations and justified your claims. Practically everything from 5-point to 36-point news matter, heads and ads is now Linotype set

We will be only too pleased to show the machine to anyone interested.

You may use this in any way whatever.

Yours very truly,
SPECTATOR PRINTING COMPANY LTD.
per

GRA/M

It can do the same thing for you

CANADIAN LINOTYPE LIMITED

119 Adelaide Street, West, Toronto

Composed entirely on the LINOTYPE

Volume 31, Number 11

November
ISSUE

Toronto, Canada, 1922

THE CANADIAN PRINTER & PUBLISHER

THE MACLEAN PUBLISHING CO. LIMITED
TORONTO - MONTREAL - WINNIPEG

FIBRESTOC COVERS Registered

Canada's National Cover Stock

A Range Wide Enough for Every Purpose

You cannot hope to influence your reader—to your advantage—by talking "quality" on a poor quality paper. At the same time, it is well to bear in mind that even "quality" is not enough. The paper you use should harmonize not only with the tone of your message and the printing scheme, but should properly reflect the nature of the commodity you speak about.

The color range of **Fibrestoc** enables you to harmonize your folders most effectively with the line of goods to be advertised. The wide range makes **Fibrestoc** particularly adapted for either delicate or strong designs. It is an ideal stock whether used with one color or carrying a more elaborate four—or five color scheme. Moreover, the toughness and durability of **Fibrestoc** is an assurance that your message will reach the reader in perfect condition.

DISTRIBUTED BY

Barber-Ellis, Ltd., Calgary.
Barkwell Paper Co., Winnipeg.
Brown Bros., Ltd., Toronto.
Buntin, Gillies & Co., Ltd., Hamilton.
Buntin, Gillies & Co., Ltd., Ottawa.
Canada Paper Co., Ltd., Montreal.
Canada Paper Co., Ltd., Toronto.
Clark Bros. & Co., Ltd., Edmonton.
McFarlane, Son & Hodgson, Ltd., Montreal.
McFarlane, Son & Hodgson, Ltd., Ottawa.
Schofield Paper Co., Ltd., St. John.
Smith, Davidson & Wright, Ltd., Vancouver.
Smith, Davidson & Wright, Ltd., Victoria.
L. P. Turgeon, Quebec.

MADE IN TRADE MARK CANADA

Make Canada Prosperous by Buying Canadian Products

CANADA PAPER CO. LIMITED

MONTREAL TORONTO WINDSOR MILLS, P. Q.

Make Canada Prosperous by Buying Canadian Products

DOMINION

Printing and Lithographing

INKS

'Phone, Wire or Mail



WHILE appreciating the advantage of orders secured through our salesman we wish to remind the printers of Canada that we give close attention to orders received by Telephone, Wire or Mail. You get what you want when you want it! Right grade, right quality, and quick delivery is always assured.

"Dominion Black" has become a slogan throughout Canada, quality and value have earned the confidence of the printer. For all-round printing specify "Dominion Black." For printing on coated stock use "Superior Halftone Black." Samples if you wish them!

THE DOMINION PRINTING INK AND COLOR COMPANY, LIMITED

128-130 Pears Avenue, Toronto, Canada

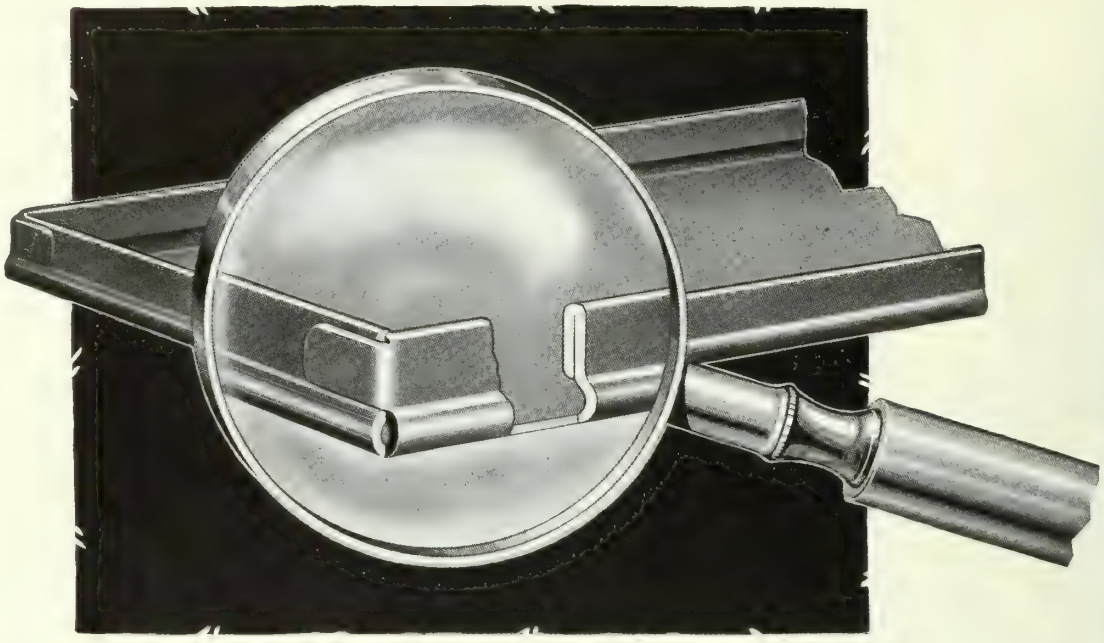
STOCKED AND SOLD BY

JOHN MARTIN PAPER CO., LTD.
WINNIPEG CALGARY EDMONTON

CHAS. H. TICE, MANAGER FOR EASTERN CANADA
128 BLEURY ST., MONTREAL
PHONE PLATEAU 2641

The New Hamilton Galley

(PATENT APPLIED FOR)



NEW? *Yes;* radically different from anything heretofore produced; the latest word in galley construction.

The illustration presents a full-size corner detail, showing the double walls with rounded edges—features that insure unusual accuracy, strength and rigidity.

No expense has been spared to produce a galley commercially accurate and as nearly perfect as a discriminating trade requires. Made in one piece; electric welded corners; material specially prepared, perfectly smooth, of uniform quality and the best obtainable for the purpose. Elaborate dies in mammoth presses form the head and sides in double walls that provide practically double the strength of any other galley design, with top edges always round and smooth and galleys uniformly square, thereby insuring a finished product which may be used equally satisfactorily for storage or make-up—a real ALL-PURPOSE GALLEY—a BETTER Galley at no increase in price.

The Hamilton goods are designed and built by craftsmen with a technical knowledge acquired by almost fifty years' continuous application to this line.

Manufactured by

The Hamilton Manufacturing Company

TWO RIVERS, WISCONSIN

Eastern House, RAHWAY, N. J.

Hamilton Goods are For Sale by All Prominent Type Founders and Dealers Everywhere

Three Made-in-Canada Bond Papers

Each One the Best of its Kind

CANADA BOND
(White and Colors)

ST. LAWRENCE BOND
(White)

BURMESE BOND
(White and Blue)

CANADA BOND is produced in all sizes, weights and colors to meet the requirements of complete standardization of office forms.

ST. LAWRENCE BOND is made in three weights of white, and

BURMESE BOND in three weights of white and one of blue.

Sizes and weights are contained in sample book.
If you have not received your copy, write for it.

CANADA PAPER CO. LIMITED

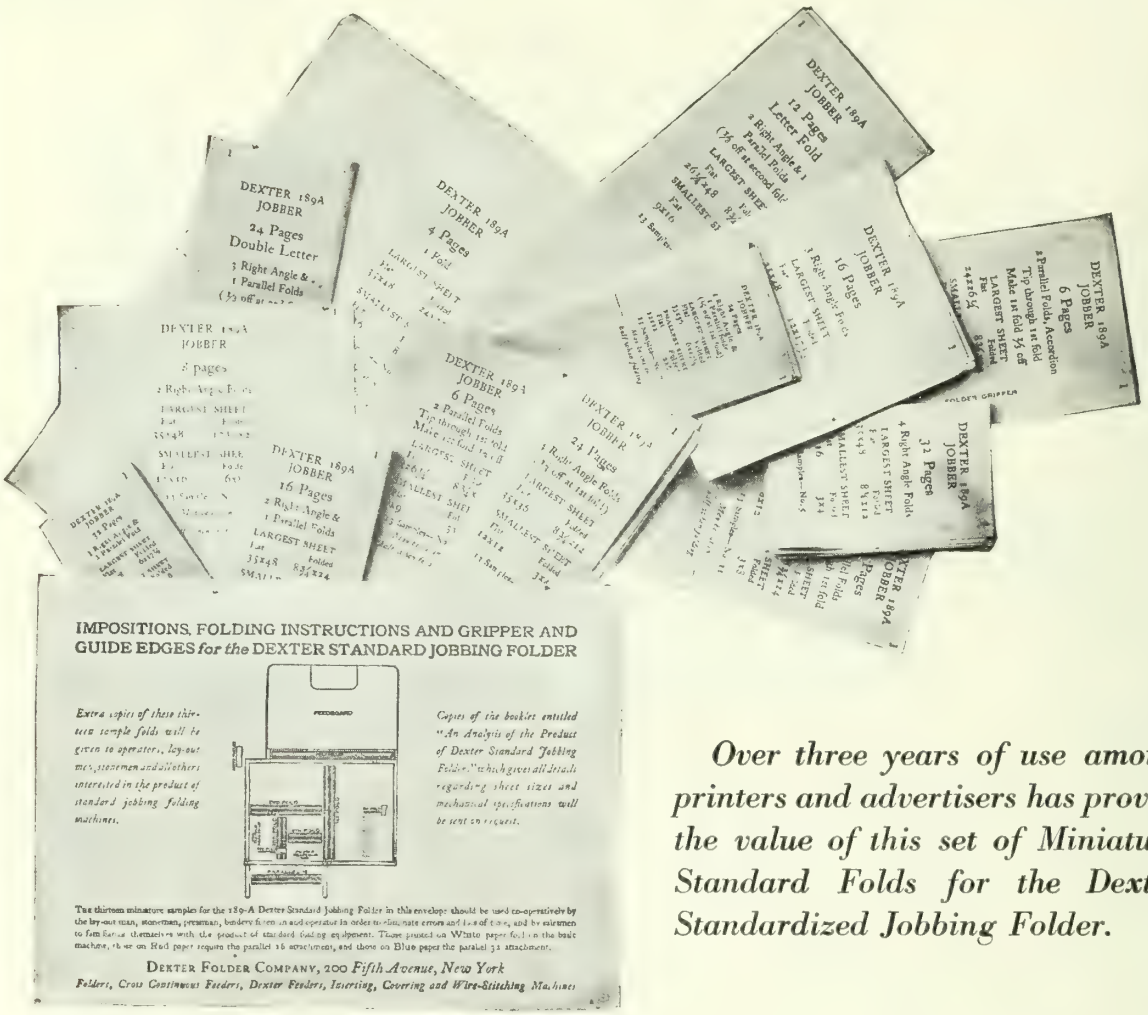
MONTREAL TORONTO WINDSOR MILLS, P. Q.



PRODUCED  **IN CANADA**



Over 10,000 Sets of These Miniature Folds Are in Use—*Have You Your Set?*



Over three years of use among printers and advertisers has proven the value of this set of Miniature Standard Folds for the Dexter Standardized Jobbing Folder.

Get your salesmen, layout men, stone men and bindery operators sets of these miniature folds for the Dexter Standardized Jobbing Folder.

The use of these folds makes for economy not only in the Bindery, but also in the Press Room. They are all adapted to work and turn forms without tumbling the sheet, and in many cases cut the presswork in half.

A careful analysis of folding requirements made by this company shows that approximately 98% of booklet, catalog and house organ folding comes within these thirteen standard folds.

Send for your set today.

DEXTER FOLDER COMPANY, 28 West 23rd St., New York

Folders, Cross Continuous Feeders, Dexter Pile Feeders, Automatic Clamp Cutters, Kast Stitcher Feeders and Wire-Stitching Folders

CHICAGO PHILADELPHIA BOSTON CLEVELAND DALLAS ATLANTA SAN FRANCISCO

"It is with pride that we announce that this plant has adopted the Monotype Non-Distribution System and we offer you its great advantages."

second page — *The HOUSE ORGAN of TANNY*

Why You Should Adopt the Monotype System

Preamble

"PIGS IS PIGS"—Printing is Printing and Typesetting is just Typesetting, but, there is a vast difference in each instance; that is, there is a difference between a pig and another pig, but of course, it takes a pork raiser to appreciate it and it follows that it takes a printer, a good printer, to appreciate the difference in one piece of printed matter as compared to another. Just so does it take a good typesetter, an artist, to see the difference between the work of one typesetter and another.

Bettering the Hand Work

The Monotype is used for the best class of printed matter. It is used on a class of matter that cannot be produced on any other machine, and it is the only machine with the acknowledged distinction of bettering the hand work.

What it does

The Monotype not only produces matter that is customarily set by machine, (i.e.) the body, or smaller sizes of types, but it makes all the material, rules, ornaments, in fact, everything that the typesetter must use in printing, and this at a cost that makes the distribution of these little leaden messengers or embellishers

Two Kinds

An employee trying to make good should be given plenty of rope. If he is made of the wrong stuff he'll hang himself with it. If he's the right kind he'll make a ladder of it.

THE PRINTER of Syracuse, N. Y. — *third page*

prohibitive. The advantages of having your printed matter set with Monotype material is that the type is new on each job. The printer employing the Monotype System does not distribute his types back into his cases.

High-Quality Low-Cost

Monotypography means the best; it means clear, sharp, clean-appearing printed matter; it means that the printer using the Monotype has a lower hour cost because there is no backtracking, the typesetters are always employed at productive work—setting type—they are not distributing half the time to get enough type, worn type, into their cases to set up other work—more production, lower hour cost; lower charges for the best obtainable. It is with pride that we announce that this plant has adopted the Monotype Non-Distribution System and we offer you its great advantages.

Adoption

Reprinted by Permission

LANSTON MONOTYPE MACHINE COMPANY

PHILADELPHIA

NEW YORK CHICAGO BOSTON TORONTO BIRMINGHAM

MONOTYPE COMPANY OF CALIFORNIA SAN FRANCISCO

The Barrett Portable Adding, Listing and Calculating Machine Proves the Work and Prints the Proof— It will do everything that you can do with figures except make mistakes.

In answering advertisements, kindly mention "The Canadian Printer and Publisher"—that's your introduction.

Rolland Papers

MADE-IN-CANADA

WATERMARKS

SUPERFINE LINEN RECORD
CANADIAN LINEN LEDGER
CANADIAN LINEN BOND
EARNSCLIFFE LINEN BOND
EARNSCLIFFE LINEN LEDGER
STANDARD PURE LINEN
EMPIRE LINEN BOND
CROWN LINEN
COLONIAL BOND
ROLLAND PARCHMENT
ROLLAND ANTIQUE LINEN
ROLLAND ANTIQUE VELLUM
ROLLAND EXTRA STRONG
DONNACONA
CANADA
COLUMBIA
MONOGRAM
ARCADIA
MAPLE MILLS



Uncle Sam:—"Say, John! These Rolland Papers are a P-a-r-t-i-c-u-l-a-r-l-y Fine Line."
John Bull:—"NONE BETTER."

AWARDED
Gold Medal
World's Fair,
Chicago,
1893.

GRAND PRIX,
Paris,
1900.

GOLD MEDAL,
Antwerp,
1883.

And many other awards too numerous to mention.

For All Commercial Purposes

Progressive Business Stationery, Loose Leaf Ledger Sheets, Insurance Policies, Stock Certificates etc. you cannot beat **"Rolland" Papers**—they are in a class by themselves.

You can obtain a grade of paper for practically every requirement—each leader in its own particular class.

Look for the **"R Shield"** in the watermark its a sure guide to quality.

We carry large stocks of all the different grades
Also double and oblong sizes

The WILSON

DUNCAN STREET :

For *Real* Economy in Cover Paper use

Waverley Cover Paper

It is the most economical cover stock on the market to-day.

It is low in price---yet possesses all the essential qualities to make it suitable for practically any class of Job Work, such as Folders, Broadsides, Booklets, Catalogues etc.

It prints excellently and splendid effects can be obtained with Color Inks.

It is made in a pleasing variety of distinctive colors (12 in all) *White, Biscuit, Brunette, Russet, Olive Green, Rose, Orange, Saxe Blue, Dove Grey, Vandyke Brown, Slate and Black.*

SIZE 22½ x 28½—63lbs. 500s

There is no extra charge for the deep or extra colors—all colors being the same price.

We are exclusive Selling Agents in Ontario for Waverley Cover Paper and Buckeye Cover paper and carry large stocks on hand.

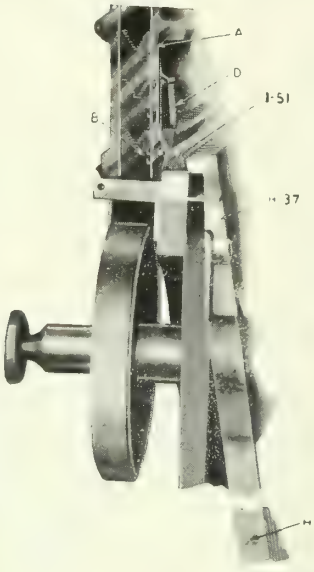
Sample sheets furnished on request or we will be pleased to supply sufficient stock to enable you to make up Dummies.

MUNROE CO. LIMITED

: TORONTO, ONTARIO

WHY LINOGRAPH SIMPLICITY MEANS EFFICIENCY

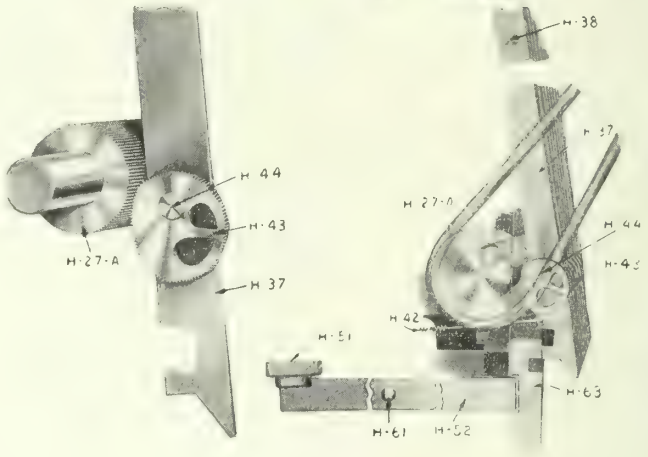
A Simple and Positive Keyboard Action



The *Linograph* keyboard mechanism is simple in the extreme. When a keybutton is touched the action is positive, and a matrix is certain to drop. Note carefully the larger illustration while reading the following explanation of the action. You will readily see just why *Linograph Simplicity Means Efficiency.*

Upon touching the keybutton, the trigger is raised, allowing the eccentric cam on the reed to engage the corrugated steel roller. The revolving cam raises the reed, which releases the one-piece escapement. The tripping of the escapement releases a matrix.

Now note the smaller illustration. This shows the hardened steel eccentric cam and a section of the roller. These engage like small gears, insuring an immediate and certain response.



Key to Illustration:

A—Magazines	*1-51—Escapement.*
B—Matrices.	*H-51—Keybutton*
H-63—Trigger.	*H-37—Reed.*
H-27a—Keyboard Cam Roller.	*H-52—Keylever*
	H-43—Eccentric Cam.

The keyboard mechanism of the LINOGRAPH a'one eliminates several hundred parts, and incidentally a lot of trouble. The positive action insures instant response, which in turn insures clean proof. Clean proof means no resetting of lines and greater profits.

Learn more about this really simple machine — write to-day for detailed information.

THE LINOGRAPH COMPANY
DAVENPORT, IOWA

European Representative:
ETABLISSEMENTS PIERRE VERBEKE,
Brussels, Belgium.

Australasia, South America,
PARSONS & WHITTEMORE,
299 Broadway, N. Y. City.

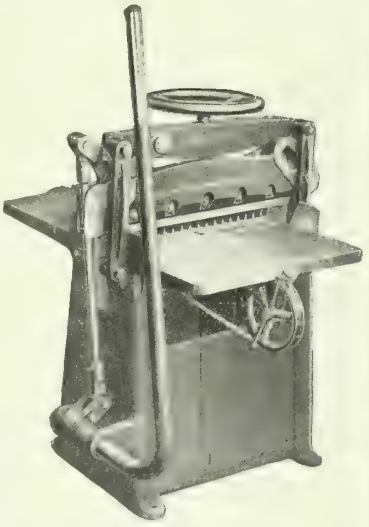
NOTE: THIS IS THE THIRD OF A SERIES OF ADVERTISEMENTS EXPLAINING HOW THE LINOGRAPH CAN BE THE SIMPLE EFFICIENT MACHINE THAT IT IS. OTHERS WILL FOLLOW

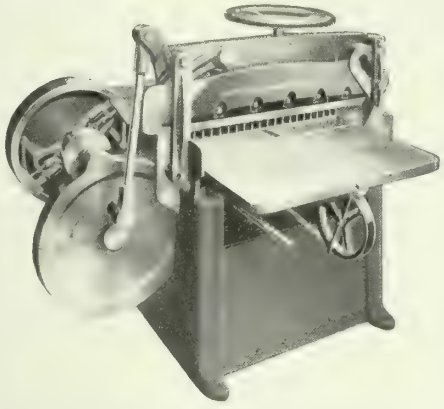
There's a Golding Cutter For Every Cutting Need

WE manufacture a complete line of Cutters—ranging in size and style from the small Card Cutter to the Automatic Clamping Power Cutter.

Only two models are illustrated here. These are the Golding Hand Clamp Power and Hand Clamp Lever Paper Cutters.

Both styles have the double shear action of knife; interlocking split back gage operated by band gage graduated to 1/8 inches; scored table and other conveniences for quick and accurate operation.





Only simple mechanical principles were employed in the design of Golding Cutters. There are no power eating bevel gear or cams; no sliding surfaces.

Golding Cutters are strong, rigid, durable, easy to operate, well made and nicely finished in blue gray paint.

Let your next cutter be a Golding

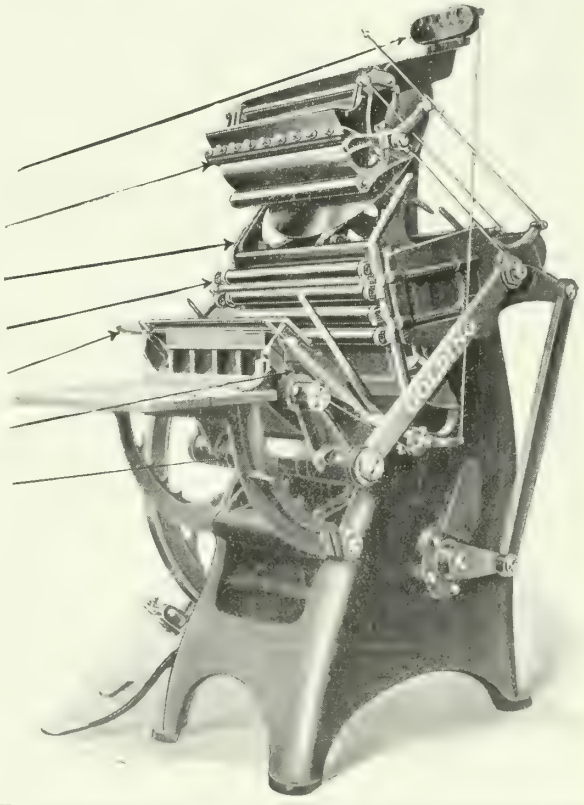
GOLDING MANUFACTURING COMPANY
FRANKLIN, MASS.

We also manufacture the Golding Art Jobber, Golding Jobber, Pearl Press, Official Press, Golding Auto Clamp Power Paper Cutter, Pearl Paper Cutter, Boston and Official Card Cutters and Golding Tablet Press.

THE GOLDING ART JOBBER

Produces the Heavy Forms with Ease and at a Greater Profit Because of the Following Features:

1. Counter and attachments for registering only actual impressions.
2. Full Length Automatic Brayer Art Fountain.
3. Adjustable Rollerways to Care for Expansion and Contraction of Composition Rollers.
4. Four Form Rollers and Vibrating Riding Roller.
5. Impression Throw-off working on eccentric shaft.
6. Safety Feed Guard.
7. Vibrating Cylindrical plate under bed, giving treble distribution to each impression.



High Mechanical Speed. Features for Quick Make Ready. Easy to Feed. Very Durable.

SIZE: 12x18 INCHES
Prices quoted on application.

Golding Manufacturing Company
FRANKLIN, MASS.

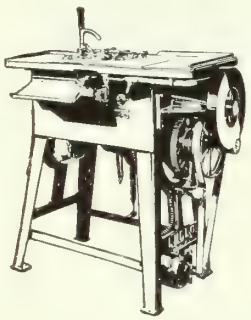
We also manufacture the Golding Jobber, Pearl Press, Official Hand Press, Golding Auto-Clamp and Hand Clamp Power Paper Cutters, Golding Hand Lever Paper Cutter, Pearl Paper Cutter, Boston and Official Card Cutters, Little Giant Lead and Rule Cutter, Golding Tablet Press.

The Ludlow

Helps the Pressman

YOU pressmen are experts in your line. No machine has ever been invented that can dispense with your craftsmanship—none ever will be! In the pressman's paradise every form would be made up of new foundry type—but no shop this side of heaven ever did have all new foundry type for every job. Old, worn type is always present.

Ludlow Forms Always New—and Type High!



New foundry type may be ideal—while it is new. But after being used a few times some letters are still bright, new and type-high. Others are slightly worn, some badly worn and a few broken.

Ludlow typefaces are all new, all the time, year in and year out. Not a single worn face can ever creep in. Every letter is type-high—has to be, because it is part of a type-high slug.

Foundry types are dressed. Before you get them they are inspected, sorted, rubbed—and your employer pays the bill. Ludlow faces with your help can be made to print better, throughout the years, than any lay-out of foundry type ever installed.

Big types are scarce. That is because they cost so much. They cost so much because big sizes are slow to make. A large percentage are thrown out and the balance require a lot of expert dressing—at the foundry. Sorts casters do not make them.

Non-breakable slugs are a boon to the pressman. Even italic letters can't break. No letters can possibly pull out. No solid slug will ever cave in—and Ludlow slugs are solid.

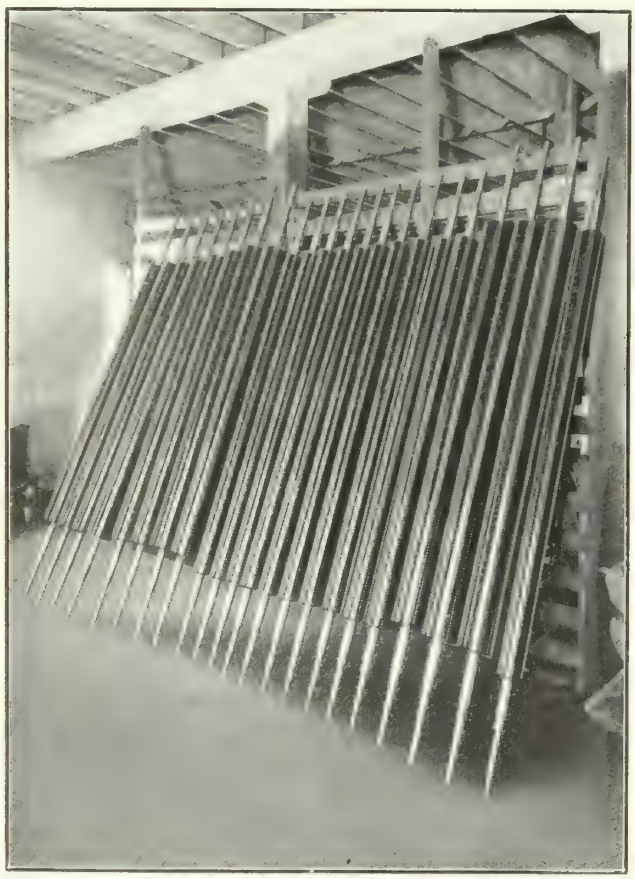
Low quads on slugs prevent smudge. Ludlow quads are nearly a pica lower than the typefaces.

Ludlow Typograph Company

2032 Clybourn Avenue, Chicago, Ill.

Eastern Office: World Building, New York City

LUDLOW QUALITY SLUG COMPOSITION ABOVE 10 PT.



WINTER ROLLERS

Send them in now and have them well-seasoned when the cold weather arrives. This means true printing economy.

We guarantee:

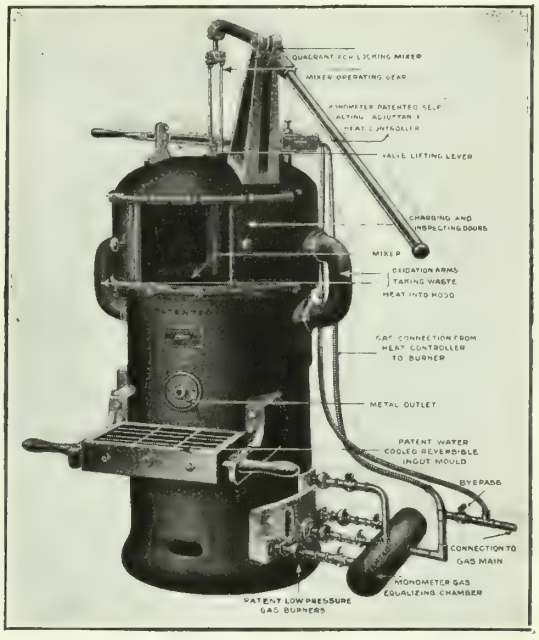
Quality - Service Satisfaction

Charles Bush Limited

Toronto, Canada

Perfect Type Metal Without Tin

Saves Labor



Saves Fuel

MONARCH "MONOMETER"

Type Metal Melting Furnace

IT IS not necessary to use tin or antimony to revive your alloy in the Monarch "Monometer" Melting Furnace. The Automatic Heating Control and lever operated Mixer ensure homogenous cast ingots and perfect, sound type and stereos. In addition to the great saving in gas, the burning of metal is eliminated and the formation of dross is prevented.

New and Improved Low Pressure Bunsen Burners—No Air Blast—Average Melting Costs Gas at 500 B.t.u's, 45.2 Cubic Feet per 100 lbs. of metal melted.

You know best what these features would save in your plant. Write us for further interesting details.

Manufactured by

The Monarch Engineering & Manufacturing Co.

1206 American Bldg., Baltimore, Md., U. S. A.

The Don Valley Paper Co. Limited TORONTO

Ask Your Jobber for

MAPLE LEAF BRISTOL

High Grade Bristol in White and following colors: Pink, Canary, Green, Salmon, Blue, Cherry, Buff, Lilac. Made up in index size on special orders.

Made in Canada by

THE DON VALLEY PAPER CO., LTD.
TORONTO, CANADA

Mr. Printer:

Is there any part of your printing press equipment which lowers production as much as Rollers? How much loss of time do you suffer from—

Constant re-setting of Rollers?
Running at reduced speed to save Rollers?
Rollers melting in hot weather?
Rollers being too hard to use on winter mornings?

Would it not mean more money in your pocket if you could eliminate these conditions?

Ideal Rollers are Guaranteed

not to shrink, swell, harden or melt and to retain a good working consistency all the year round.

THE AULT & WIBORG COMPANY
OF CANADA LIMITED

TORONTO MONTREAL WINNIPEG VANCOUVER

SUPREMACY CONCEDED!

That the HOE PATENTED AUTOMATIC PUMP-SYSTEM of INK DISTRIBUTION is the *greatest advance made in newspaper press construction* since the introduction by R. Hoe & Co. of the Triangular Former Folder, is proved beyond question by the following list of representative newspapers which are now using it with unqualified success:—

Philadelphia Bulletin	9 Decuples	Des Moines Register-Tribune	1 Octuple
New York Sun-Herald	8 Octuples	Los Angeles Times-Mirror	1 Octuple
Philadelphia Public Ledger	5 Octuples	New Orleans Times-Picayune	1 Octuple
Baltimore Sun	3 Double Sextuples	Richmond Times-Dispatch	1 Octuple
Toronto Telegram	1 Six-Unit Press	San Francisco Chronicle	1 Octuple
Toronto Telegram	1 Octuple	Seattle Times	1 Octuple
New York Times	3 Octuples	Spokane Spokesman-Review	1 Octuple
Pittsburgh Post	3 Octuples	Toronto Globe	1 Octuple
Cleveland Plain Dealer	2 Octuples	Washington Star	1 Octuple
New York Telegram	2 Octuples	Brooklyn Times	1 Sextuple
Boston Globe	2 Sextuples	Indianapolis Star	1 Sextuple
Brooklyn Eagle	2 Sextuples	New York Forward	1 Sextuple
Hamilton Spectator	1 Double Sextuple	New York Tribune	1 Sextuple
Osaka Daily News	2 Sextuples	Rochester Democrat & Chronicle	1 Sextuple
Atlanta Journal	1 Decuple	Wilmington Journal	1 Sextuple
Binghamton Press	1 Octuple	Smith's Weekly	1 Quadruple
Bronx Home News	1 Octuple	La Libertad—Havana	1 Quadruple

Daily Mail, Manchester 1 Octuple

REPEAT ORDERS

Many of the above machines were supplied on repeat orders, and we now have further repeat orders in process for many of these newspapers, as follows:

Philadelphia Public Ledger	12 more Sextuples	Los Angeles Times-Mirror	1 Seven-Unit Press
Philadelphia Bulletin	8 more Sextuples	Boston Globe	1 more Octuple
New York Tribune	4 more Octuples	New Orleans Times-Picayune	1 more Octuple
Daily Mail, London	2 Double Sextuples	Toronto Telegram	1 more Sextuple
Baltimore Sun	1 more Double Sex.	Smith's Weekly	1 more Quadruple

Rochester Democrat & Chronicle 1 more Octuple Deck

The following newspapers also, after careful investigation, have conceded the supremacy of this epoch-making improvement by placing orders for presses equipped with INK PUMPS:—

Philadelphia Enquirer	8 Sextuples	Osaka Asahi Shimbun	1 Octuple
Kansas City Journal-Post	2 Sextuples	Sydney News	1 Octuple
Kansas City Journal-Post	1 Octuple	Charlotte Observer	1 Sextuple
Dayton News	2 Octuples	Portland Press-Herald	1 Sextuple
Richmond News Leader	2 Octuples	Raleigh News & Observer	1 Sextuple
Toronto Star	2 Octuples	St. Paul Dispatch	1 Sextuple
Trenton Times	1 Double Sextuple	St. Paul Dispatch	1 Octuple Deck
Atlanta Constitution	1 Octuple	Utica Observer-Dispatch	1 Sextuple
Knoxville Sentinel	1 Octuple	Boston Transcript	1 Quadruple
Lincoln Star	1 Octuple	E. Hulton & Co., Ltd.	5 Octuples
Melbourne Argus	1 Octuple	Glasgow Herald	1 Octuple
New Bedford Standard	1 Octuple	St. Clements Press	1 Sextuple

Corriere Della Sera, Milan 1 Quadruple

HOE PATENTED INK PUMPS not only enable easier, quicker, safer and more uniform regulation of the ink supply, page by page or column by column, but also improve the printing and assist materially in getting the maximum net output from machines and at the same time insure the greatest possible economy in the consumption of ink, while eliminating the necessity for fountains and ductor rollers.

EVENTUALLY YOU, TOO, WILL ADOPT THE HOE PATENTED AUTOMATIC PUMP SYSTEM OF INK DISTRIBUTION

R. HOE & CO.

504-520 Grand Street, New York City

827 Tribune Building
CHICAGO, ILLINOIS

109-112 Borough Rd.
LONDON, S.E. 1, ENG.

7 Water Street
BOSTON, MASS.

BINDERY MACHINERY AND SUPPLIES

The complete line—everything you need for your bindery

Bindery Machinery—

We have the right machine for every phase of bookbinding work—cutters, folders, stitchers, punches, perforators, and numerous other smaller machines. To give you a thoroughly complete line is our aim. You can get your order promptly filled by us for any type of bindery machinery, and every machine is made by firms whose names are a guarantee of the highest quality. We offer our customers only the best. Years of experience have taught us your needs and, with new and greater facilities both for carrying stock and for distribution, we can offer you the best in bindery machinery, quick shipment, a full line of parts and expert erection and inspection. Send for literature on bindery machinery.

THE J. L. MORRISON CO.

445-447 King Street West Toronto, Ontario

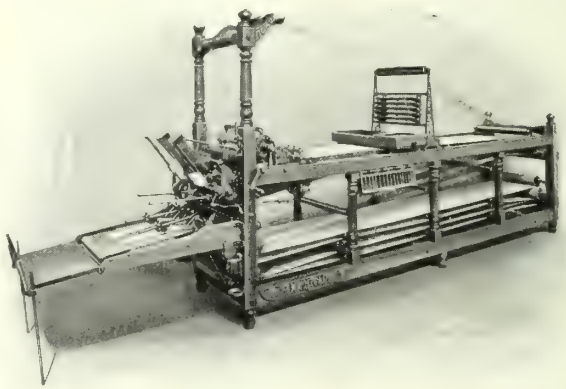
Hickok

Index Card Ruling Machine and Feeder

The Hickok Index Card Ruling Machine and Feeder is of simple construction and any paper ruler, who has had experience on paper ruling machines and knows how to set pens, adjust flannels and worsteds, and handle inks, should have no difficulty in operating it at once, with very little thought or study.

Only by the use of a machine of this construction can a proper register be gotten on cards. Ruling the large sheets first and cutting up into cards afterwards has never been a success.

The handling of two cards at a time up to 8″ x 8″ is a distinct advantage as the output of small cards should be doubled thereby. Above 8″ x 8″ cards and up to 16″ x 16″ cards only one card can be fed at a time.



Having the lay-boy at the ruler's end of the machine and elevated to a convenient height, enables the one operator to handle by himself, economically, the whole machine, even though it runs at a high rate of speed. Almost without moving he can watch his pens and ink them, place the cards in the hoppers of the feeder, and also remove them when ruled from the lay-boy. The feint lining and striking or stop ruling is perfect when the machine is properly set and adjusted. The output is enormous when in the hands of an ambitious operator.

The W. O. Hickok Manufacturing Company

Established 1844 Harrisburg, Pa., U. S. A. *Incorporated 1886*



Why Waste Time Repairing Make-Ready?

Have you ever figured out how much valuable time is lost through delays caused by tympan trouble — offsets, replacements, etc.? Do you realize that unless the tympan paper is of the highest quality the best results cannot be obtained? Have you considered the many practical advantages of

CROMWELL
SPECIAL PREPARED
TYMPAN PAPER

— the only tympan paper on the market which will enable your pressmen to run more than 350,000 impressions without having to repair the make-ready. It is ideal for book work and the highest grade of printing, insuring clearer impressions, and more economical presswork. Drawsheets always tight, no swelling, and no oiling necessary. Every roll fully guaranteed.

AVAILABLE IN ROLLS OR SHEETS OF ANY SIZE THROUGH OUR CANADIAN REPRESENTATIVES:

Wilson-Munroe Co., Limited
Toronto, Ontario
The John Martin Paper Co.,
Head Office, Winnipeg
also Calgary and Edmonton

Smith, Davidson & Wright, Limited
Vancouver, B.C.
The Federal Paper Company,
Montreal, Que.



In answering advertisements, kindly mention "The Canadian Printer and Publisher"—that's your introduction.

Book Binders' Cloths
—*use only* BRITISH MAKE

Book Binders' Cloths are not made in Canada. We carry a large stock of

WINTERBOTTOM

CELEBRATED BOOK CLOTHS

in all the popular patterns and colors. Samples sent on application.

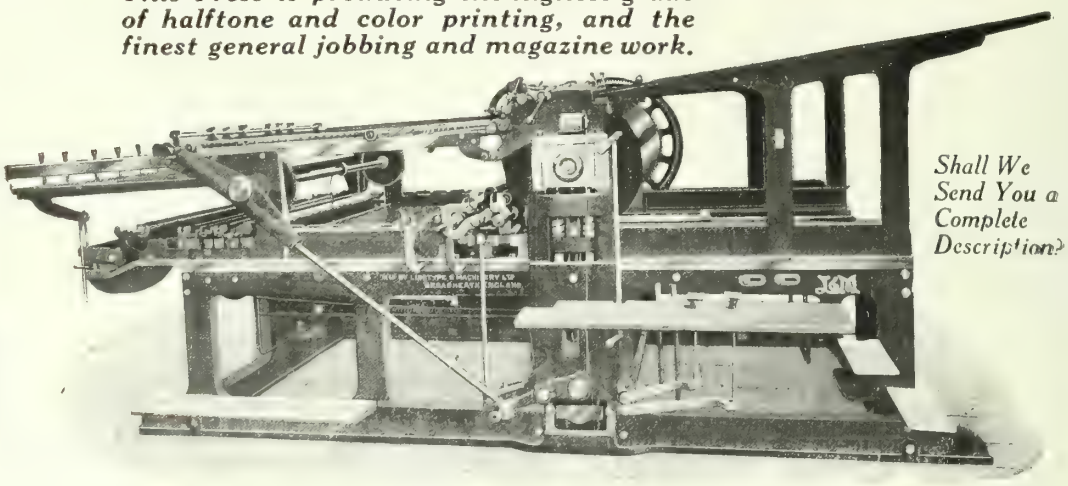
Canadian Agents:

The BROWN BROTHERS LIMITED

SIMCOE, PEARL and ADELAIDE STREETS, TORONTO, ONTARIO

L&M Two-Revolution Press
THE IDEAL GENERAL PURPOSE MACHINE

This Press is producing the highest grade of halftone and color printing, and the finest general jobbing and magazine work.



Shall We Send You a Complete Description?

LINOTYPE & MACHINERY LIMITED

c\o Canadian Linotype Limited

119 ADELAIDE STREET WEST, TORONTO

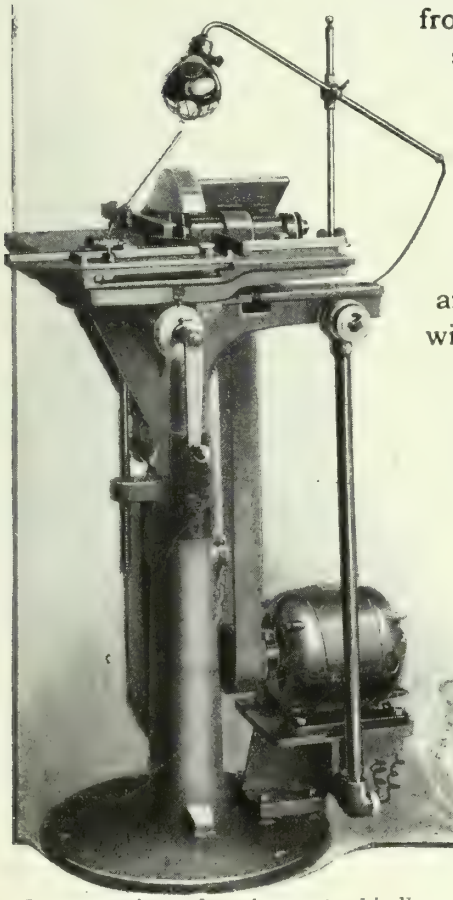
3

Speed!

THE SPEED of the MILLER SAW-TRIMMER is essential in the busy newspaper office—in every slug-cutting and trimming operation that serves to speed up make-up and lock-up, insuring an out-on-time edition.

The SPEED of the MILLER SAW-TRIMMER is essential in the commercial shop, where high-paid compositors and stonemen are marking "standing-time" on job tickets, waiting for rule to be mitered or cuts to be mortised, routed or trimmed.

The SPEED of the MILLER SAW-TRIMMER is essential in any shop, where workmen are confronted every day with various kinds of cutting, sawing and trimming jobs—where, without a MILLER they are forced to tackle these jobs with hand tools.



Send for a copy of the new MILLER SAW-TRIMMER CATALOGUE which describes and pictures the different types of machines and their various attachments—a book that will guide you to *extra profits*.

CANADIAN AGENTS

Except in Province of British Columbia

MILLER & RICHARD

Toronto, Winnipeg

Manufactured by the

Miller Saw-Trimmer Co.

Pittsburgh, U.S.A.

MILLER & RICHARD

Type Founders

MACHINERY AND SUPPLIES

FOR PRINTERS, LITHOGRAPHERS
BOOKBINDERS, BOXMAKERS

7 Jordan Street,
TORONTO,

To the Box Making Trade: —

An Eastern folding-box manufacturer, recognizing the benefits that would accrue to him from the use of the Babcock Automatic Piling Cutter and Creaser, installed one of these machines, and the first order to be cut and creased on the machine called for 50,000,000 nationally known boxes, running thirty to the sheet.

The difference in cutting costs on this one order between the Babcock method and the old way, more than paid for the Automatic Piling Cutter & Creaser and 1,000,000 sheets were run before the first set of dies were renewed. The Babcock Automatic Piling Cutter and Creaser has demonstrated its ability to reduce cutting costs 20% to 50%.

You cannot afford to handicap your business by allowing your competitors to instal these machines long before you.

A line from you will bring our representative with full details and particulars.

J. H. L. Patterson

Manager

Let Excellence Govern Your Selection

Foundry: Edinburgh. London Warehouse: Water Lane, Ludgate Hill, E. C. Winnipeg Warehouse: 123 Princess St.

THE CANADIAN
PRINTER & PUBLISHER
DEVOTED TO THE INTERESTS OF THE
PRINTERS AND PUBLISHERS OF CANADA

Volume XXXI. TORONTO, NOVEMBER, 1922 Number 11

Business Promotion

How Printers May Effectively Advertise Their Products—American Authority Throws Out a Number of Useful Suggestions for Canadian Printers

Specially Written for Canadian Printer and Publisher by

ROBERT F. SALADE

OFTEN has it been truthfully said that printers should be among the most successful advertisers in the world. for the reason that they are continually producing advertising matter for various lines of business. This experience should help the printer to a great extent in preparing advertising for his own house, yet strange to say the average printer is not a constant advertiser.

Every printer will admit the fact that advertising is not an expense, but a profitable investment. Every printer is ready to verbally explain to his customers the selling power of advertising, but every printer is not in a position to show his patrons the kind of advertising matter that he is producing for his own business.

Some printers are not even using high grade business stationery in their own offices, and during the last year or so the writer met a number of employing printers who confessed that they had no business cards for their own personal use! The writer is also acquainted with several master printers who are doing practically no advertising; in fact, these printers have seldom produced anything for their own publicity, and in the few cases when they did, the advertising matter was not up to a high standard.

All of the leading printing firms are successful advertisers, not only because their publicity matter is being mailed out at frequent intervals to customers and prospective patrons, but also because their advertising matter is of the finest variety. It will pay the non-advertising printers to minutely study the advertising methods of the leading firms referred to and to adopt the same plans where ever possible. Some of the most successful advertising methods of certain printing concerns will be briefly described in the following paragraphs, and it is hoped that the information thus offered will prove helpful to the readers of this article.

One printer who is making a specialty of fine business stationery recently had mailed to a large number of business firms sample sets of his best product, consisting of letter-heads, envelopes, business cards, bill-heads, statements and note-sheets. These specimens were selected from "over-runs" of regular orders which had been produced by the printer, and every sample was a fine example of the printing art as applied to business stationery. The paper, ink, typography and press-work were all of excellent quality. Some of the specimens were done on two or more colors, while others were printed in one color such as black, dark blue, dark brown, and green. Each set of samples was enclosed in a neat folder, the folder being made of cover stock.

Attached to the front of each folder was a nicely printed circular-letter calling the recipient's special attention to the set of samples, and then reading as follows:

> "Have you ever stopped to realize the fact that your business stationery is one of the most *inexpensive* items of your house? The money that you spend every year for business stationery is exceedingly small compared with your other office expeness.
>
> "You can well afford to use the highest grade of business stationery when you consider the insignificant cost of each single piece. Why use the cheaper grades of letter-heads, bill-heads, envelopes, statements, etc., when you may have the best grades at a slightly higher price?
>
> "The personality of your house—your own personality—is reflected by your business stationery. Your patrons are influenced by the appearance of stationery in the same way that they are influenced by the appearance of your establishment.
>
> "Send us your next order for business stationery and you will be greatly pleased with the finished product. The enclosed samples will show you the kind of printing that we are doing for other progressive business firms."

This letter and the examples of business stationery mentioned were the means of gaining a great deal of new business for the printer who planned the idea. It was resultful advertising because it demonstrated the printer's argument for quality in most forcible manner. It not only proved the printer's capability for excellent work, but it also showed the kinds of business stationery that he was producing for other business concerns. "Example is always more efficacious than precept."

Any employing printer, no matter how large or how small his establishment may be, can make use of this same advertising plan, provided, of course, that he is capable of producing the better grade of business stationery. The samples may be procured by making "over-runs," from time to time, of exceptionally good jobs. And, by the way, the printer himself should use only the best of business stationery so as to set the

right example for his customers and prospectives to follow. The printer's letter-heads, bill-heads, business cards, envelopes and statements should be printed in colors on fine grades of paper. Beautiful color effects can readily be applied to business stationery.

Another printer has greatly enlarged his business with the aid of what he calls "Remembrance advertising" which includes the following popular articles: Telephone list cards, wall calendars, desk calendars, small-size writing pads, motto cards, blotters, greeting cards, small-size memorandum books, and booklets containing famous poems or legends. All of these things are attractively printed, and are imprinted with the printer's advertisement. The advertisement is always small and neat. Quantities of these specialties are made up



ROBERT F. SALADE, of Philadelphia

Author, editor and business promoter. Mr. Salade is not an armchair theorist; he travels and investigates, picks up ideas and passes them along.

during quiet periods of the year, although the printer makes it a rule to have plenty of this advertising matter on hand even though it be necessary to produce some of it during busy seasons.

This advertising matter is distributed in two different ways: by the printer's salesmen when they call upon customers and prospectives, and by means of packages that leave the printer's office. For example, in every package of regular printed matter that is sent to a buyer is placed a few of the articles mentioned, such as the writing pads, blotters, motto cards, telephone list cards, etc. The things like greeting cards and calendars are distributed a few weeks preceding the Christmas holidays.

The telephone list cards are arranged so that a business man can write the names and telephone numbers of his principal customers on the printed lines. The motto cards are printed in colors, with decorative borders, and each card contains a message from some great person. For instance, one of the cards contained the following truth by Dr. Samuel Johnson: "Few things are impossible to diligence and skill."

Attractive Memorandum Books

The memorandum books are bound in binder's board; are of a size that will easily fit into a man's vest pocket; contain about 100 ruled pages and also about a dozen pages of wax paper in the center for holding postage stamps. The booklets containing re-prints of famous poems or stories have cover designs done in colors. The greeting cards are handsomely done in colors, and some have pictures appropriate to the holidays. The wall calendars are illustrated in colors, and the monthly leaflets attached to them have large-size figures so that they may be read from a distance. The desk calendars are cut out in such a shape that one end of a calendar can be bent over and inserted between a drawer and partition of a roll-top desk, thus enabling the man at the desk to easily read the figures, or dates. The blotters are of various colors of stock, and are cut to the size of 6 x 3½ inches. On each set of blotters is published an interesting piece of advertising copy relating to the advantages of high grade printed matter.

All of this "Remembrance" advertising matter is being well received by the recipients, who naturally appreciate the printer's courtesy in sending such useful things. In many instances the printer has received requests by mail and telephone for some of these novelties and he always complies with such requests. Many a new customer has been gained directly as a result of this good-will advertising, and the friendship of numerous old patrons has been strengthened by the same means.

The big advantage possessed by this class of advertising matter is that recipients look upon it as a *gift*, and a gift is naturally more highly thought of than an ordinary piece of printed matter. Practically every business man is pleased when you present him with useful articles like blotters, calendars, writing pads, memorandum books, telephone list cards, etc.

Calendars Afford Opportunities

Speaking of calendars, a number of well-known printing firms are now distributing for their own publicity a certain style of wall calendar which has met with a hearty reception. It is a type of calendar that can easily be manufactured by any printer, and yet it is somewhat out of the ordinary, both as to arrangement of the monthly dates and the general make-up. The material for each calendar consists of one sheet of cardboard and twelve sheets of paper, the cardboard and paper all being the same size, say 11x14 inches, for example. Each sheet of paper contains the printer's advertisement at the top, and the numerals of the past, present and succeeding months underneath the printer's advertisement. Again for example, the first sheet on the calendar contains the numerals for January in large-size type, and on the right-hand side of this form are two smaller-size forms, one containing the numerals for the past month (December), and the other the numerals for the succeeding month (February). This arrangement of figures enables a person to refer to the dates of the past, present and succeeding months on the same sheet of paper.

With the passing of each month the owner of the calendar tears off a full-size sheet from it. The sheet of cardboard is merely for the purpose of holding the twelve sheets flat and firmly together. The sheets are wire-stitched to the cardboard at the top, and there is a hole and brass eyelet running through all the twelve sheets of paper and the sheet of card-board, near the top of center, so that the calendar may be hung upon a nail in a wall.

One of these new style calendars has each of the twelve forms printed on a different color of bond paper, thus every month the owner of the calendar sees the printed matter on a new color of paper such as golden-rod, nile green, pink, gray, light blue, etc. The printer's advertisement on this calendar is very artistic with an elaborate border and the lettering done in the larger sizes of Caslon Old Style Italic. Each sheet is printed in a color of ink that harmonizes with the color of the paper. The whole effect is decidedly pleasing.

Inexpensive Work

The average printer can make wall calendars of this style with little difficulty, and at comparatively small cost, for it is not even essential to buy calendar pads.

Direct-by-mail advertising, such as booklets, folders, post-cards, form letters, and catalogues, can also be utilized by every master printer for the publicity of his business, and the more attractive and interesting that this class of advertising matter is made, the greater the returns.

Two-Dollar Rate

Cost of Product Makes It Necessary to Maintain Subscription Price of Weekly Newspaper—Better Paper Now

By WM. G. COLGATE, Editor, Wingham Times

Address Given at Meeting of Weekly Publishers at Orangeville

POSSIBLY no question within the past year or two has given rise to so much discussion as the $2 subscription rate. And the reason therefor is not far to seek. In the face of a falling market in various kinds of commodities, and particularly in farm produce, the weekly newspaper publisher has found his resolution wavering. He has been rather inclined to take for granted that the tide of receding costs would leave him standing high and dry—perhaps stranded—on the rock of high prices. And if there is one thing more than another that the average weekly publisher dreads it is to be considered high priced, especially if he has a competitor who shows a contemptuous regard for the district price list.



WM. G. COLGATE
Publisher of The Wingham Times

But let us examine for a moment the position of the publisher of the two-dollar paper and see just where he stands—whether his attitude is altogether defensible or whether he should yield to the insistent and occasional cry of the unthinking and unknowing subscriber who says, "Too high."

I may say that before coming down here I took occasion to discuss this point with several publishers, all of whom agreed that the $2 rate was nothing but fair and should be made general. Nevertheless, we must consider this as *ex parte* evidence even though based upon actual experience. What the present situation requires is the confirmatory evidence of unprejudiced facts. What are these facts? They are (1) actual expenses of production—composition, presswork, stock, folding, mailing and overhead; (2) editorial writing and supervision; and (3) cost of looking after subscriptions. Let any publisher take a sheet of paper and a pencil and calmly and deliberately sit down and figure out his expenses for himself—not as they relate to some other publisher who may be differently situated, but as they apply to his own individual case. I think when he arrives at his net total he will be ready to agree that a $2 rate, far from being excessive, is in the last analysis only a fair return for his enterprise and energy.

We must remember that during the war and since publishers here, as well as elsewhere in Canada, have operated under steadily rising costs of production; and the peak is not yet reached. The price of paper, it is true, did slacken a little, but now shows disposition to stiffen again. Wages, the chief item of expense, have not decreased. The cost of typefounders' supplies is a great deal higher than it was before the war. No doubt some of you gentlemen here know better than I how great the difference is. To offset these conditions what have we? Neither the prices of advertising nor of subscriptions have risen in anything like the same proportion. Another point that must not be overlooked is that the average country weekly is a far better newspaper today, both editorially and typographically, than it was even as late as three years ago; although there is still considerable room for improvement in both these departments.

Apart entirely from the question of costs, it seems to me that if the publisher who is afraid to charge the $2 rate will take a close scrutiny of his paper, he may find the answer to his diffidence there. Let him cease thinking of his newspaper as a philanthropic community enterprise and regard it rather for what it really is: a marketable commodity like eggs, butter, cheese, or lumber, which has a definite selling value according to its worth or desirability to the subscriber. Of course, I realize that a well edited and well conducted newspaper has something above and beyond these things I have mentioned—an ideal side—which for the moment we may ignore. But for the time let the publisher consider his paper as a service. Let him sit down in the attitude of the reader and examine his paper carefully and critically—editorials, news and makeup—and then ask himself candidly whether if he were the subscriber he would be willing to pay $2 a year for what he sees before him. If not, why? I feel sure that the disinclination of a publisher to charge the $2 rate arises chiefly from his lack of confidence in his paper and a keen consciousness of its obvious shortcomings from the reader's point of view. To such a publisher I would make bold to say: Improve your paper and you need have no hesitation in raising your price. The excuse for increasing the subscription rate such as obtained during the war and for some time after is gone, but there still remains the opportunity of securing a higher rate through the way of enlarged usefulness to the community. Let the publisher who will take this avenue and he is not likely to experience any real difficulty in securing the extra cent a week a copy to which he will be justly entitled. It would be poor business for him to do otherwise. It is the one means open by which he can make his subscription and advertising revenues meet his actual expenses of production. Not by cutting down at the back, but by putting more in at the front —that is the answer to the $1.50 publisher's problem as I see it.

Booklet on Advertising Rates

A very effective twelve-page booklet has been issued by the Pearce Publishing Company, proprietors of The Simcoe Reformer and The Waterford Star. It contains the advertising rates and other instructive data of both papers. The booklet is 9 x 6 and is enclosed in a nicely decorated cover printed in purple and gold.

Halftone engravings of the men behind the two well-known and successful weeklies form the frontispiece of the booklet, namely, P. George Pearce, president of the Pearce Publishing Company; B. M. Pearce, B. A., editor ofthe Simcoe Reformer; and C. P. Pearce, manager of the Waterford Star. Pictures of the Reformer and Star offices are included in the booklet, also a map of the county of Norfolk, the district in which the papers mainly circulate. The map is "tipped in" on the inside of the back cover. The population of Norfolk is shown to be 26,000 and the Simcoe Reformer and the Waterford Star have a combined circulation of 5,600 in the county. The booklet announces a combined offer of 40 cents per inch for space.

Resembles Universities

The Press Through Its Varied Departments Educates the Masses—A Powerful Exposition of Its Functions

By JOHN M. IMRIE

Synopsis of Address Delivered at Joint Meeting of Alberta and British Columbia Press Association, at Vernon, B.C.

IT IS WELL that the discussion at this inter-provincial gathering of newspaper men is not to be confined to the business side of newspaper publishing. I grant you that, from a public as well as a private standpoint, it is desirable that newspapers should be conducted on sound business lines. I will go further and state that among the most important duties of a newspaper is that of paying its way and earning a profit so that it may have the freedom in expression of opinion and conviction that commercial success permits. But, at the same time, there is a danger that, amid the complexity of the problems of the business side of our calling, we may overlook some of its opportunities and responsibilities along higher lines.

Therefore, it may not be amiss to refresh our minds at this time regarding the true functions of a newspaper and its relations to the public. That may seem like getting back to the ABC of newspaper work, but it is well for us to get back occasionally to first principles and make sure that our present work is in harmony with them.



JOHN M. IMRIE

Managing Director of The Edmonton Journal

We will all agree, I think, that a newspaper's first function is to inform. It should gather together and present to its readers from day to day and week to week the news of the world or such lesser area as the more local newspaper may attempt to cover. With that news the newspaper should present such side-lights as may be essential to the proper understanding of the significance of the events reported. This function of informing is of inestimable value in our municipal, provincial and national life. Authorities quite apart from newspaper work, such as Lord Bryce for example, have stated that without the exercise of this informing function of the Press self-government and democracy would be impossible. One of the ancient Greeks said no nation could have self-government if it were to become too large to permit of its citizens meeting in the public square to discuss public questions. The Press is the public square of the modern municipality, province and nation. Recently Mr. King and Mr. Meighen spoke to audiences of only a few hundred each, but, within a few hours, their respective statements on public questions were in most of the homes throughout Canada through the medium of the public press.

I don't suppose more than a score of the citizens of Vernon are present at the meetings of the local council or public school board but, immediately after each meeting, the Vernon News carries to each citizen a report of what each member said and did.

But the Press must do more than inform. It has a corrective function also. In all the relations of life we are still a long way from perfection. There are inequalities that must be removed, injustices that must be remedied, social and other evils that must be eradicated. The Press must continually seek to remove those inequalities, to remedy those injustices and to eradicate those evils.

The Press must be constructive also. Civilization cannot stand still. It must go forward or it will go backward. The Press must play an important part in promoting constructive legislation, in promoting constructive development of resources, in promoting new ideals, new purposes and new resolves.

Although some may not agree with me, it is part of the duties of the Press to entertain. The world and its people need entertaining. There is a time to laugh as well as a time to work or to weep. Even as a touch of humor helps a speaker to convey serious parts of his message, so in the exercise of its function of entertaining, the newspaper is assisted in the exercise of its more serious function.

Another function of the newspaper resembles that of our universities. It is to educate. I use that phrase in a different sense to my use of the phrase "to inform." The Press, through its varied departments, is the only rival of the university in providing a means of liberal education along broad and comprehensive lines. It is, indeed, the poor man's university.

A Public Guide

Another function of the newspaper is to interpret public movements and tendencies. It is not sufficient to point out the weaknesses of political and other movements with which a newspaper may disagree. It is the newspaper's function to interpret that movement to its readers and assist them in understanding the point of view of those represented by that movement. While doing so, of course, it is quite in order for and, I would say, it is the duty of the newspaper to point out the weaknesses of that movement.

The last function of the newspaper to which I will refer is that of persuading. It is in the exercise of that function, it seems to me, that the newspaper is at its best. It is not sufficient to interpret current sentiment of others. The newspaper that is strong and virile must have opinions and convictions of its own and must endeavor to persuade others along the lines of those opinions and convictions.

It has remained for a person quite apart from newspaper work to give what is probably the best description on record in regard to the Press. I refer to the decision of Judge Harry M. Fisher of the Circuit Court of Cook County in connection with the suit brought against the Chicago Tribune by the Mayor of that city in the city's name. The Tribune was sued for $10,000,000 damages for alleged libel in its criticism of the city's financial position and the financial policy of the civic administration. In giving his decision Judge Fisher said:

> "The Press has become the eyes and ears of the world. It is the spokesman of the weak and the appeal of the suffering. It holds up for review the acts of our officials and of those men in high places who have it in their power to advance peace or endanger it. It is the force which unifies public sentiment. But for it, the acts of public benefactors would go unnoticed, impostors would continue undismayed and public office would be the rich reward of the unscrupulous demagogue."

Judge Fisher took advantage of the occasion to warn the newspaper that might be disposed to take advantage of the liberty and opportunity afforded. He said:

> "Fortunately while the good the Press is capable of rendering, if unafraid, is without limit, the harm it can do has its own limitations.
>
> "The Press is dependent for its success, for its very existence almost, upon public confidence. It must cater to public sentiment even as it labors to build it up. It cannot indulge long in falsehoods without suffering the

loss of that confidence from which alone comes its power, its prestige and its reward.

"On the other hand, the harm which would certainly result to the community from an officialdom unrestrained by fear of publicity is incalculable."

No Code of Ethics

In the discharge of its functions along the varied lines I have indicated there are few, if any, standards to guide the individual newspaper. Some men hold that newspaper work is a profession, but, as the late Col. Henry Watterson said at a meeting of the Canadian Press Association some ten years ago, newspaper work has no code of ethics or established practice. Within the limitations of statute and common law each newspaper is a law unto itself. It must chart its own course. It must select its own objectives. It must create its own style. This condition would be a source of weakness and confusion in the recognized professions such as medicine, law or architecture. But it is the glory and the strength of the newspaper profession or business, whichever you may choose to call it. Each newspaper's work is laid bare, not merely when completed, but as in progress from day to day. In regard to that work, the newspaper is exposed to the daily criticism of each of its readers, of every other newspaper, of public men and public bodies. There is no professional etiquette to discourage that criticism. On the other hand, it is freely given when deserved and often when undeserved.

Would I be putting it too strongly if I were to say that the true mission of the Press is the service of humanity? In a sense, the Press is humanity itself. It represents the life, the customs, the aspirations, the civilization of the day. It is humanity condensed.

Confronted with such obligations and subject to such criticisms, no newspaper can have permanent influence on a large scale unless it is permeated with absolute sincerity. That involves accuracy and integrity in presenting the news of the day, opinions and convictions and the courage to express them. With these qualities there must be a rich, broad sympathy with the average man and the average woman.

In order to fulfill its mission, the newspaper must enter in spirit the homes of its readers and be able to see things from their point of view. It must recognize their varying conditions and be able to sympathize with and interpret their proper aspirations. Its appeal must be as varied as the varied interests of its readers.

The Weekly's Opportunity

For that reason the weekly newspaper is more especially adapted to the fulfilment of the mission of the Press and therein lies its peculiar opportunity. Its editor is personally acquainted with the majority of its readers. Their lives are before him as an open book. He knows the skeletons in the family cupboard, the sores that are but slowly healing. He knows the aspirations of his readers as the editor of a daily newspaper, serving tens of thousands, cannot begin to do.

In my work as manager of the Canadian Press Association I became personally acquainted with hundreds of weekly newspaper publishers throughout Canada. I met them in their own offices. I learned of the difficulties under which the average town weekly is produced. I learned of the varied nature of the editor's work. The more I learned the more profound was my admiration for the corrective work of the weekly press.

That admiration has not been lessened in any degree by my closer association during the past thirteen months with the weekly press of these two provinces. There are weekly newspapers in these two provinces that are without a peer from coast to coast. There are weekly editors in these two provinces who need not take second place to any in Canada in their conception of the functions and responsibilities of a weekly newspaper, in the sincerity and integrity of purpose with which they attempt to discharge those functions and meet those responsibilities.

I was pleased to hear the emphatic statements of several members yesterday that there was no conflict between the daily press and the weekly press. That was an opinion which I strongly urged while Manager of the Canadian Press Association and to which I hold just as strongly to-day as manager of a daily newspaper. The two types of newspaper are complementary to each other. If I might speak for a moment as Managing Director of The Edmonton Journal, I would say that the Journal will welcome the day when every home in central and northern Alberta is receiving the local weekly newspaper.

The weekly newspaper has a field peculiarly its own. No other class of newspaper can begin to cover the territory of the local newspaper as effectively as that newspaper can do. Therefore, the strength of the local newspaper is in the cultivation of its local field. It will achieve the largest measure of success in providing an efficient local service—dealing largely with local problems on its editorial page as well as presenting in full the news of its own community. As a matter of fact, the same principle applies in large measure to the daily newspaper. The killing of one citizen of Edmonton is of greater interest to the people of Edmonton than the killing of a hundred one or two thousand miles away.

I am sure you will not misunderstand me if I suggest two or three tendencies which, in my humble opinion, are inimical to the best interests of the weekly press.

The Editorial Page

I regret the tendency in certain quarters to concentrate on the publication of news and features and neglect the editorial page. It seems to me that an editor is neglecting a great opportunity and avoiding a great responsibility when he permits his newspaper to be merely a gatherer and purveyor of news instead of being, in addition, a strong factor in the maintenance of a healthy public sentiment and in the promotion of the ideas and ideals of the editor.

Another tendency which I regret is that of making the editorial page merely and wholly an interpretation of current sentiment. I have already expressed the view that it is part of a newspaper's function to reflect and interpret public opinion and public movements, but I have made clear my view that the newspaper must go farther and express the opinion and convictions of its editor. It is true that the policy of merely interpreting public opinion is a convenient one at times, giving an editor something behind which he may hide in a time of heated controversy, yet I cannot but feel that, while the expression of convictions that may be contrary to current sentiment may cause a newspaper to lose circulation and prestige for the moment, that policy will win out in the end, for the newspaper that has strong convictions and the courage to express them must ever be regarded with greater confidence than that which is continually endeavoring to avoid offense even at the cost of suppressing its own opinions.

In conclusion I want to emphasize the fact that the great bulk of the newspaper readers are average men and average women. It is to them the newspaper must render its chief service. It is their interests the newspaper must ever have in mind.

There are a few verses which I have already quoted to some of you who were present at the district meeting in Edmonton last fall, but they express so well my conception of the proper attitude of a newspaper towards its readers that I am going to quote them again to-day:

Let me live in a hut by the side of the road,
Where the race of men go by,
The men who are good, the men who are bad,
As good and as bad as I.

Let me see from my hut by the side of the road,
By the side of the pathway of life,
The men who press on with the ardor of hope,
The men who are faint with the strife.

And I turn not away from their smiles and their tears,
Both parts of an infinite plan.
Let me live in a hut by the side of the road
And be a friend of man.

— —

Radio Directory of Canada

The Department of Marine and Fisheries at Ottawa have just issued a Radio Directory of Canada.

C. P. Edwards, director of radio service, had charge of the compilation and has succeeded in bringing together, in addition to the list of stations, a great deal of information of value to those operating radio devices.

Among other things the publication includes international abbreviations, an alphabetical index by call signal and by owner's name of all stations in the five radio districts of Canada; list of broadcasting stations arranged by call signal and by provinces; international allotment of call signals; coast stations; direction finding stations; experimental stations; ice reports for shipping; land stations, reception stations covering all Canada and arranged alphabetically in owner's name; ship stations; training schools and a wide variety of general information which is collectively available in no other form.

The Government has ordained that the publication must be self-sustaining and is available at cost price. It is bound in loose leaf fashion in an attractive binder and supplements will be issued from time to time free of cost.



Group of newspaper representatives at joint convention of the Alberta Press Association, and the British Columbia and Yukon Press Association. Picture taken at the Country Club, Vernon, B.C.

Publishers Meet at Newmarket

THE annual fall meeting of the Simcoe and York Press Association was held at Newmarket on the afternoon of October 20th. The delegates assembled at the King George Hotel and were entertained at luncheon by the local newspapermen, L. G. Jackson of the Newmarket Era and J. F. Harvey of the Express-Herald, L. G. Jackson presiding. Mayor W. H. S. Cane and J. R. T. Broughton, president of the Board of Trade, were present and gave short addresses. Mayor Cane welcomed the visitors and complimented the editors on the splendid work they were doing in the up-building of their respective communities and also stated that he was a strong believer in weekly newspaper advertising, as the weekly was more thoroughly read than the dailies. Each guest was presented with a neat souvenir consisting of a number of lead pencils, pen holder and eraser, the product of the local firm of Wm. Cane and Sons Co.

L. G. Jackson read a number of letters from members expressing regret at their inability to attend and also one from E. Roy Sayles, Manager of the Canadian Weekly Newspapers Association, who was unable to be present. A vote of thanks was responded to by J. R. Harvey, Express-Herald, Newmarket.

Following the luncheon the visitors were shown over the plant of the Office Specialty Co. and then assembled in the Board of Trade rooms where the business session was held, with L. G. Jackson in the chair. A talk on "Typography and its Relation to Newspaper Advertising" was given by C. Kerr Stewart of the MacLean Publishing Co., Toronto, and was followed by a short discussion. A revised price list for job printing and advertising was then taken up. During the meeting it was stated that only four newspapers in the district were non-members of the Association. The meeting was one of the best held by the District Association.

At the conclusion of the business meeting the visitors were taken for a motor drive around town, visiting the Industrial Home, The Roycroft Dairy Farm and the new skating Arena now under construction. A group photograph was also taken. The delegates present included: L. G. Jackson, Newmarket Era; R. J. Semple, Tottenham Sentinel; J. A. McLaren and W. J. Walls, Barrie Examiner; T. F. McMahon, Richmond Hill Liberal; J. F. Harvey, Express-Herald, Newmarket; W. A. Hogg, Collingwood Enterprise; W. A. Morrison, Barrie Advance; W. G. Cave, Midland Argus; C. E. Lundy, Aurora Banner. The next meeting will probably be held in Collingwood in May, the date to be decided later.

District Meeting at Chatham

A district meeting of Essex, Kent and Lambton weekly publishers was held at Chatham, October 20. J. M. Denholm, publisher of the Blenheim News-Tribune, presided at the meeting.

The meeting was a very encouraging one, and many topics of special interest to publishers were brought up for helpful discussion. A banquet was served in the Chamber at 5.30 and the social side of the gathering was not overlooked.

Among the many interesting features of the meeting was the question drawer conducted by Lorne Eedy of the Walkerton Telescope, second vice-President of the Canadian Weekly Newspaper Association. A. W. March of Amherstburg is the secretary of the organization. The following is a list of the publishers who were present:

R. R. Brett, Free Press, Essex; B. Lane, Post and News, Leamington; Lorne A. Eedy, Telescope, Walkerton; J. M. Denholm, News-Tribune, Blenheim; W. A. Shaw, Times Tilbury; W. C. Aylesworth, Guide-Advocate, Watford; B. M. McGuire, The Herald, Thamesville; W. A. Dunlop, The Standard, Forest; E. V. Bingham, The Dominion, Ridgetown; A. W. Ellis, Advertiser-Topic, Petrolia; H. J. Jerome, Times, Bothwell; George A. Kuhlman, Walkerville; H. Chambers, Windsor; H. J. Bettypiece, Forest; A. W. Marsh, Echo, Amherstburg; S. Stephenson, Plant, Chatham; A. C. Woodward, Daily News, Chatham; C. L. Brethour, The Standard, Merlin.

Weathered the Storm

Good Ship Typothetae Sailing on Smooth Sea—Controversy Over Labor Divisions Amicably Settled at Cleveland Convention—Officers Elected for Second Term.

LABOR matters have been divorced from the activities of United Typothetae of America. The open and closed shop divisions are no longer divisions of the organization. They were made separate, independent organizations at the thirty-eighth annual convention of the U. T. A. at Cleveland Hotel, Cleveland, October 16-19.

To be a member of either the open or closed shop division it is necessary, however, to be a member of the Typothetae, but the name Typothetae will not in any way be used in connection with the open and closed shop activities, nor will the U. T. A. be responsible for the actions of either of the divisions. The divisions will henceforth be merely affiliated associations.

The labor divisions menaced the even tenor of Typothetae existence. There were many members anxious to see the abolition of the divisions. Other members viewed them as indispensable assets. A split on the question threatened. Happily the spirit of give and take prevailed at the convention and the good ship Typothetae was finally steered clear of the rocks and is now sailing serenely on a smooth sea with its bow pointed toward the safe harbor of educational activities and business promotion.

The storm caused by the controversy over the labor divisions had agitated the membership for the past six months, so the dissipation of the threatening clouds came as a relief to all those having the interests of Typothetae at heart.

No Change in Dues

The dues question came in for a good share of discussion at the convention, and it was finally decided to continue the dues on the present basis, for the time being. A commission was appointed, however, to make a survey and exhaustive study of the question, with a view to recommending whether or not any changes should be made, and if so, what and when. This commission will report to the mid-year meeting of the Executive Council.

Registration started on Monday, October 16, and several preliminary committee sessions were held. A banquet was tendered on Monday evening to all visiting secretaries by the United Typothetae, President J. Linton Engle presiding. The registration showed that 806 delegates, secretaries and visitors representing the printing business of the United States and Canada were in attendance during the convention. The Canadian party were fifty in number, the majority being from Toronto.

The convention was called to order promptly at 10 o'clock Tuesday morning, October 17, by President J. Linton Engle. Invocation was by Norman T. A. Munder, of Baltimore, Md., and a splendid address of welcome was given by Mayor Fred Kohler of Cleveland. J. R. Dawley, president of the Cleveland Graphic Arts Club, gave an additional address of welcome and described briefly the activities and functions of the Cleveland club which had so much to do with the wonderful entertainment of the ladies and visitors during their stay in town. Incidentally, all the entertainment, except the reception dance on Wednesday evening, was given to the visitors at the expense of the local Cleveland Graphic Arts Club.

Fred W. Gage, U. T. A. treasurer, responded and made a fine straight-from-the-heart plea to perpetuate the United Typothetae along its present lines. Mr. Gage stated that he felt the U. T. A. was constitutionally sound and only needed co-operation from all its branches to make it function closer 100 per cent.

The reading of the minutes of the previous convention was waived and then President J. Linton Engle delivered his annual address.

It is interesting to Canadians to know that two of the outstanding speakers at the convention were Toronto Typothetae members, J. Clark Acton and A. L. Lewis.

Mr. Acton's splendid effort was in the nature of a report as First Vice-President of the U. T. A. Mr. Lewis in his address stressed the great responsibility of the large printer of the country to the printing industry.

A notable event of the convention was the re-election of the officers who served the U. T. A. in the past year. L. J. Linton Engle, Philadelphia, was re-elected president; J. Clark Acton, Toronto, first vice-president; George K. Horne, Baltimore; B. F. Scribner, Pueblo, and R. B. Nelson, Chicago, vice-presidents; Fred W. Gage, Battle Creek, treasurer; Edward T. Miller, secretary.

Thus the work of the officers of the Typothetae elected at Toronto last year was appreciated and endorsed.

The President's Address

President Engle's annual address was regarded as a masterly treatment of Typothetae affairs. Some of the main portions of his address follow:

"The period measured by the Typothetae year that has just come to an end has been a difficult time for all industry," President Engle said. "Business throughout the confines of our great International organization has been far below normal. We might call the months just behind us the aftermath of the post-war era. The harvest has not been a pleasant one. The printing industry has suffered from depression of business, and as a consequence the United Typothetae of America has not always found it easy going. Within the past year many trade associations have fallen by the wayside.

"It is axiomatic for me to tell you that the strength of our organization and the reserve power that has carried us through a period of storm and stress is due to the splendid spirit of fealty and co-operation of the individual members of this organization. As I have travelled from place to place throughout the United States and Canada during the past two years, first as vice-president, then as president, I have repeatedly been impressed with the *fealty* and *loyalty* of our membership for the U. T. A. It is this spirit which has brought us into port for another year. And I have had ample opportunity to observe conditions in our various locals as you will realize when I tell you that in the past two years I have travelled, in the interest of our organization, a total of over fifty-four thousand miles.

"I desire now officially to thank the membership at large for all that has been done by each individual toward the attainment of the results of this year."

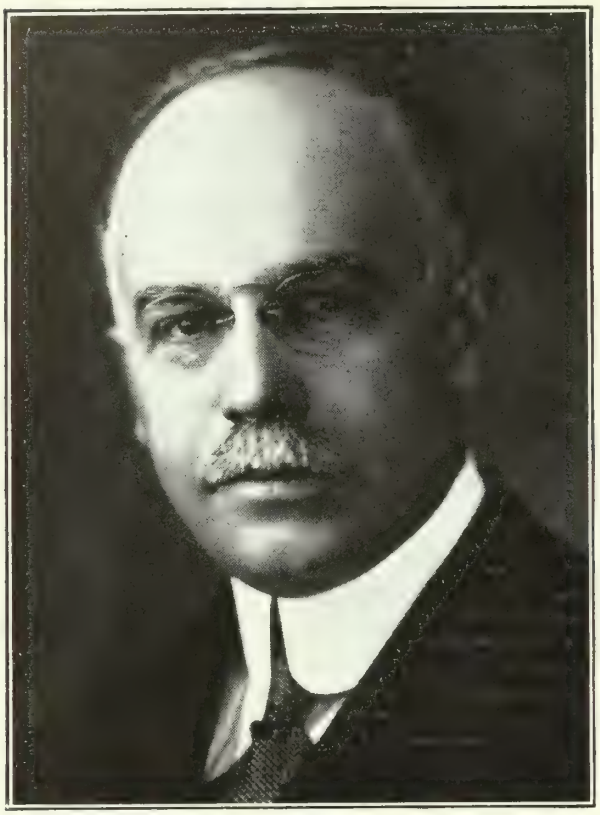
After briefly praising the co-operation and loyalty of the Executive Council and Executive Board as well as the other officers and the department heads at headquarters, President Engle continued; "It is opportune for me at this time to call your attention to the splendid work that has been done by the Cleveland Graphic Arts Club in preparation for this convention. On behalf of the entire United Typothetae of America I desire to express our most hearty appreciation of their labors, which have been considerable.

All Parts Represented

"Referring back for a moment to the subject of representative government in the United Typothetae of America, I would have you bear in mind that every part of the domains of the U. T. A. is represented, one man from each district of the twenty. You elected your President from Philadelphia, your First Vice-President from Toronto, Canada, and your Treasurer from Battle Creek, Michigan, your three Vice-Presidents —one from Pueblo, Colo., one from Chicago, Ill., and one from Baltimore, Md. In choosing the four members of the Executive Council, who by the authority of the Executive

Committee are appointed by the President, I named one member from New Orleans, one from Topeka, Kansas, one from Detroit, Michigan, and one from New York City. This was done with the avowed intent of giving, as far as was possible, representation to each part of the country. The chairman of the Closed Shop Branch, as you are aware, is from Chicago, the Chairman of the Open Shop Branch from Philadelphia, and the Chairman of the Specialized Branches is also from Chicago.

"I am calling your attention to the above facts because I desire as definitely as possible to dispel the feeling that has



J. LINTON ENGLE, Philadelphia.
Re-elected President of the U.T.A.

emanated from a few sources that the control of the U. T. A. is in the East. A study of the territorial distribution of the Officers and the Executive Council of the U. T. A. should immediately dispel such feeling, if by chance, any may actually still exist in any quarter.

Close of Three-Year-Plan

"During the year a large number of contracts made with locals under the three-year plan expired. Many of the locals had been able to complete the educational program provided for in that plan as well as the installations of the standard cost system; but some locals were less fortunate and finished the three years without all of their members having the cost system installed or having furnished students for the educational courses. This is to be lamented. The great misfortune lies principally with the members who neglected their opportunities."

Further remarking on the three-year plan, Mr. Engle said it did not lay out any program for local services and activities, nor for grouping locally and internationally our printers engaged in specialized printing. Programs covering definite work for locals were adopted by the Executive Council at the beginning of 1921, and these programs are still in force and are being developed as rapidly as circumstances and finances will permit. No other trade association has so elaborate and comprehensive services for members, and the best testimonials to this fact are given by the locals which have availed themselves of the standard program.

State of the Membership

"A close study of the records in our Bureau of Membership Relations plainly shows that the Typothetae during the past year has suffered more from the business depression than from any other cause in its loss of memberships. Four hundred and seventy-three have been dropped for non-payment of dues, which represents slightly more than ten per cent. of the total number of accessions in the Three-Year Plan campaign. Contrary to the general impression we lost only ninety-nine members from the dissolution of locals. Fifty-four of our members went out of business during the year. The total accessions during the year were four hundred fifty-six, which leaves the aggregate number of membership less than at the close of last year. To offset this, two large locals, never heretofore members, are being organized, and one very considerable field not yet touched by our organizers has appealed to us to help them organize and find a place in the great work of Typothetae."

The state of Typothetae's finances were shown to be in encouraging condition, according to President Engle's report. The general administrative expenses for the past year cost the U. T. A. four hundred thousand, nine hundred thirty-two dollars. The income from all sources exceeded that amount by one thousand five hundred and fifty-five dollars. Over sixty-seven per cent. of the income came from dues received from members.

Speaking of the splendid work of the committees, President Engle said: "Our standing and special committees have been prepared throughout the year to meet such issues as came before them. Because of the special duties which they were called upon to perform, I would particularly refer to the able work of the Committee on Standardization, the Committee on Better Printing, the Legislative Committee, the Committee on the Standard Guide and the Committee on Education."

President Engle referred to the benefits of the retail price list and pointed to the achievements in Canada in this direction. "A movement that is so fundamentally sound as the retail price list must, of its own weight, eventually prevail."

The report of President Engle then reviewed the activities of departments at the U. T. A. headquarters in Chicago. They include the Department of Education, Advertising, Research, Specialized Branches, Industrial Information, and Field Operations. President Engle then reviewed at length the question regarding the open and closed shop divisions of the association. "During the year, a minority of the membership undertook propaganda in an effort to induce the annual convention to abolish what has been evolved after years of experience," said Mr. Engle, who went on to explain the situation in respect to the controversy over the divisions. "It has been my experience," stated Mr. Engle, "that wherever I have had the opportunity in person to lay before the various local Typothetaes, which I have addressed during the year, the complete facts regarding the open shop division and the closed shop division, there has been practically unanimous endorsement of the present constitution in respect to labor matters.

Through Stress and Strain

"In closing, I want to lay stress on what some of us may not have fully realized, that is that during this period the United Typothetae of America has been a great anchor to windward," declared President Engle. "Our industry has come through the stress and strain of the times in a rather unusual and marvelous manner, and it has come through this period so successfully because of the admirable work of the United Typothetae of America which began many years ago. Our industry owes a tremendous debt of gratitude to the cost work undertaken by the Typothetae first in 1909, and it is at such a time as this that we should be prepared to realize and recognize this debt which we owe to the leaders of that period, and to those who fostered and promulgated the standard cost-finding system. The United Typothetae of America has exercised through the accomplishments of the past, and through its continued activities, a stabilizing in-

fluence which has been a tremendous boon to all printers, whether within or without the U. T. A. I hesitate to contemplate the picture of the catastrophy that would have overwhelmed our industry during the past two years if we had not enjoyed the benefits, past and present, of our great trade organization, the United Typothetae of America. The occasional member who queries from time to time whether he is getting value from membership in the U. T. A. should sit down and earnestly take account of stock. He must not merely reflect upon the dollars and cents that he may have made directly through his enjoyment of such Typothetae activities as he has availed of, but he must seriously ponder upon the indirect benefits that have come to him through the steadying and harmonizing influence of the U. T. A. The fact that the law of supply and demand has been at work almost mercilessly to reduce prices and create an era of price cutting does not detract one iota from the merit of the work of the U. T. A. Everything is relative and the important consideration is what would have happened if there had been no U. T. A. before and during this period of unparalleled business depression. There can be but one answer."

Meeting of Open Shop Division

THE annual meeting of the Open Shop Division was called to order by Chairman Julius S. Weyl at the Hotel Cleveland, at 3 p.m. Tuesday, October 17. The meeting was well attended.

In his opening address Chairman Weyl reported that during the past year the membership had grown from a mere handful until it numbered three hundred and forty-eight members, located in twenty-eight states and Canada, and employing sixteen thousand eight hundred workmen. In the membership he estimated from twenty to twenty-two per cent. of the larger open shop establishments of the continent. From dues and contributions in the neighbourhood of $10,000.00 had been raised, and there was at present a small balance in the treasury after all financial obligations had been met.

Next followed a detailed financial report by Secretary-treasurer John R. Demarest.

Chairman Weyl was then given an ovation for the efficient way in which, under the most difficult conditions, he had directed the affairs of the Open Shop Division, building it up in the short space of one year from a dozen members to a growing concern of several hundred.

The election of new officers followed. Albert Finlay of Boston was elected chairman; George R. Hebb of Detroit, vice-chairman; and John R. Demarest of New Haven, secretary-treasurer. The dues were fixed at a $12.00 minimum and a $100.00 maximum, and provision was made for a committee to work out the details of levying the dues.

Meeting of Closed Shop Division

THE annual meeting of the Closed Shop Division of the U. T. A. was called to order by Chairman E. F. Hamm at the Hotel Cleveland at 3 p.m. Tuesday, Oct. 17th. The meeting was well attended.

Chairman Hamm reported that the largest proportion of members of the Closed Shop Division were the union-dealing plants of New York and Chicago, which represented about twenty-five per cent. of the total value of the printing product in the United States. A few members from other parts of the country were present. He reviewed the work of the past year and the efforts made to increase the membership.

Secretary-Treasurer E. E. Laxman reported that the Closed Shop Division was in satisfactory financial condition.

The Closed Shop Division approved the following important matters:

1. An apprenticeship program which provides for local joint apprenticeship committees which will investigate the problem and act as administrative body to enforce contract regulations governing the apprentices.
2. A comprehensive health and hazard survey of the industry.
3. A standard form of wage contracts and arbitration agreements.
4. A continuation of representation on the International Joint Conference Council.

Mr. F. F. Eilert of New York was unanimously elected chairman of the Closed Shop Division for the coming year. Mr. Theodore H. Hawkins of Chicago, vice-chairman. Mr. E. E. Laxman of Chicago was re-elected Secretary-treasurer.

Plans for future organizations were outlined and Chairman Eilert emphasized the need for all of the union-dealing printers in the United States and Canada to become members of an International Closed Shop Division to meet the internationally organized printing trades unions on an equal basis.



J. CLARK ACTON, Toronto.
Re-elected First Vice-President of the U.T.A.

Retail Price List Round Table

At the open session of the U. T. A. Retail Price List Committee, held at the Convention on Oct. 17, results accomplished in different locals were brought out. Reports of successful operation were made by representatives of locals in Montreal, Toronto, Winnipeg, Washington, Detroit, St. Paul and Philadelphia.

After a general discussion, a motion was made and carried that a Retail Price List Committee be appointed for the ensuing year, and that an educational campaign bringing out the equity and advantages of the Retail Price List be prosecuted vigorously. Thos. V. Bell of Montreal was one of the principal speakers of the occasion. He explained the operation of the List in Canada.

Talks on Layout and Design

Harry L. Gage, assistant director of linotype typography for the Mergenthaler Linotype Company, Brooklyn, N. Y., spent two weeks in the Middle West recently discussing layout and design in printing. Wednesday, October 18, he spoke on "The Mark of the Better Printer," at the U. T. A. convention in Cleveland, and also participated in the round table discussions conducted by the convention committee on better printing. Later he addressed the Advertising Typographers of America on layout and design. From Cleveland Mr. Gage went to Chicago, where he delivered talks on the same subject.

Officers of U. T. A., Re-elected

PRESIDENT—J. Linton Engle, Philadelphia, Pa.
FIRST VICE-PRESIDENT—J. Clark Acton, Toronto.
VICE-PRESIDENTS—George K. Horn, Baltimore, Md.; R. B. Nelson, Chicago, Ill.; B. F. Scribner, Pueblo, Colo.
TREASURER—Fred W. Gage, Battle Creek, Mich.
EXECUTIVE COUNCIL—J. Clark Acton (Chairman), Wm. V. Parshall, J. Linton Engle, William S. Crane, Fred W. Gage, E. F. Eilert, G. F. Kalkhoff, A. W. Finlay, Charles F. Goodfriend.

CANADIAN OFFICERS of U. T. A.

J. Clark Acton, Toronto, first vice-president, chairman of executive committeemen, and member of committee on finance.
Thos. V. Bell, Montreal, executive committeeman, district 16.
O. H. Pollard, Winnipeg, executive committeeman, district 17.
J. C. Nicholson, Vancouver, executive committeeman, district 18.
A. L. Lewis, Toronto, member of cost commission.
Douglas S. Murray, Toronto, member of board of arbitration.
J. R. Henderson, Montreal; O. H. Pollard, Winnipeg; T. H. Martin, Ottawa; E. G. Smith, Quebec; A. L. Lewis, members of committee on legislation.
George D. Thomas, member of committee on organization and credentials.
F. M. Kimbark, Toronto; Henry Upton, Montreal, members on trade matters.
Wm. Desbarats, Montreal, member of Standard Guide committee.
H. L. Rous, Toronto; Gerald Markham, Montreal, members of committee on better printing.
T. H. Martin, Ottawa; G. H. Saults, Winnipeg, members of committee on credits.
Q. B. Henderson, Toronto, member of endowment fund board.
C. E. D. Corneil, Montreal; John Stovel, Winnipeg; J. B. Cowan, Vancouver; J. P. Byrne, Ottawa; F. E. Fontaine, Montreal, members of taxation committee.

Progress in Trade Composition

THE third annual convention of the International Trade Composition Association, at Hotel Winton, Cleveland, October 16 and 17, marked a definite advance in the progress of trade composition as a vital factor in the printing industry. Progress was shown not only in the increasing field for trade composition but various reports indicated that a process of systematization within the plants and co-operation throughout the industry is bringing this relatively new field to a high point of business efficiency.

The report of Secretary Frank M. Sherman showed that the membership of the association has shown an increase during the past year of fifteen per cent. in the face of a reduction of membership in the U. T. A. There are now 315 active and 30 associate members. During the past year 125 new trade composition plants have gone into operation of which 90 per cent. are one and two machine shops, according to Secretary Sherman's report.

Charles F. Goodfriend, of New York, was chosen president for the coming year, and Henry C. Alwes, of Kansas City, vice-president. David W. Mathews, of Chicago, was re-elected treasurer, and Frank M. Sherman was re-elected secretary.

James Dawley, president of the Cleveland Graphic Arts Club, and Walter E. Husted, president of the Cleveland Trade Composition Association, welcomed the association to Cleveland at the first session which was held Monday afternoon. President E. J. McCarthy presided.

Secretary Frank M. Sherman in his report gave credit to "The Trade Compositor," the official organ of the association, for much of the success which the organization has had during the past year. It has tied the members together in a way that could not have been done otherwise, he said, and has spread world-wide the message of cost accounting for trade composition shops which has been such a decided factor in the success of the organization.

According to Secretary Sherman 200 member shops now have cost systems installed by the association against fifteen three years ago. The additional sales income accruing as a result of these cost systems has influenced prices only one per cent., and, according to figures compiled, the net income of the industry as a result of cost accounting has been twenty times the cost of the installation.

As a result of the message of cost accounting put out in "The Trade Compositor," letters for assistance have come from all parts of North America and from Australia and South Africa. The formation of local organizations has been one of the most important activities of the association during the past year.

Members adjourned to attend the U. T. A. Convention. It was the consensus of all present that the International Trade Composition Association has passed through its critical period and is now in a fair way to take its place among the permanent trade bodies of the country.

Meeting of Employing Bookbinders

Henry P. Conkey, of Hammond, Ind., was elected president of the Employing Bookbinders of America, at the third annual convention held at the Hotel Hollenden, Cleveland, Monday, Tuesday and Wednesday, October 16, 17 and 18.

Daniel B. Shepp, of Philadelphia, was made first vice-president. Secretary T. H. Morrison, of Chicago, was made a vice-president, in addition to Vice-Presidents John C. Burkhardt, of Detroit, and Charles T. Baker, of Boston, who were re-elected. Louis Satenstein, of New York, was re-elected treasurer and Frank M. Barnard, of Boston, was made secretary.

Manifold and Loose Leaf Division

The Manifold and Loose Leaf Division of the U. T. A. was organized at the Cleveland Convention. As the name implies, this division covers the group in the industry which specializes in manifold and loose leaf work.

H. L. Bonn, of Boston, was elected president; Oscar Lowenbach was elected vice-president, and I. C. Payne, secretary and treasurer. Five members were elected to an executive committee including William Mason, of Baltimore; W. A. Sitzer, of New York; F. H. Kimbark, of Toronto; A. Tisch, of Grand Rapids, and A. E. Gregg, of Boston.

Trade Exhibits

The trade exhibits at the Typothetae Convention were somewhat in the background. They were confined to the ninth floor of the Cleveland Hotel, while the Typothetae meetings were held on the mezzanine floor. It was not so convenient for the delegates to view the exhibits as last year when the Convention was held in the King Edward Hotel, Toronto.

Last year the meetings were held, and the exhibits were shown, on one floor, with but one or two exceptions. It was evidently the desire of the Typothetae officials at Cleveland to have the exhibits placed where they would be less likely to prove a counter attraction to the Typothetae meetings. The exhibits were not only placed "behind the scenes" but were closed during the sessions. The exhibits included:

American Type Founders Company, American Writing Paper Company, Bingham Brothers Company, Challenge Machinery Company, The Chandler & Price Company, Cleveland Folding Machine Company, Cline Electric Manufacturing Company, Hacker Manufacturing Company, Hammermill Paper Company, Harris Automatic Press Company, Hill Curtis Company, International Association of Printers' Supply Salesmen, Intertype Corporation, Ludlow Typograph Company, Mergenthaler Linotype Company, Miller Saw-Trimmer Company, Printing, J. A. Richards Company, Gene Turner, United Typothetae of America and Walden, Sons, & Mott, Inc.

The U. T. A. exhibits were made by the Department of Research, the Department of Industrial Information, the Department of Advertising.

Canadians at Convention

"How many delegates are here from Toronto?" exclaimed a prominent Typothetae member in the lobby of the Cleveland Hotel during the convention. "I have been introduced to more people from Toronto than from any other city," he said.

Attendance figures as regards representatives from individual Typothetae locals were not available for comparison, but there was probably no other point, with the exception of Cleveland, with a larger party than Toronto.

The list of delegates and guests from Toronto and other Canadian points follows:

TORONTO: A. L. Lewis, Southam Press, H. E. Rous, Rous & Mann Limited; Douglas Murray, Murray Printing Co.; Q. B. Henderson, Davis & Henderson; W. H. Brigden, Brigdens Limited; Richard Southam, Jr., Southam Press; J. C. Acton, Acton Publishing Co.; E. R. Popham, Hunter-Rose Co.; W. B. Hanna, Litho-Print Limited; F. C. Secord, Acme Press; Alex. Innes, Bryant Press; W. A. Sutherland, Secretary-Manager, Toronto Typothetae; J. A. Royer, Toronto Typothetae office; W. J. Cumming, Strathmore Press; Alfred Archer, Canadian Linotype Limited; W. R. Adamson, Mono-Lino Typesetting Co.; G. Dudley Thomas, Copp-Clark Co.; H. A. Nicholson, Printer and Publisher, MacLean Publishing Company; H. G. Hocken, Ontario Press; Louis L. Cohen, Service Linotype Co.; E. T. Cooper, Trade Composition Co.; F. S. Thomas, F. S. Thomas & Co.

Toronto Ladies—Mrs. Alfred Archer, Mrs. George Bray, Mrs. G. D. Thomas, Miss Margaret Thomas, Mrs. Q. B. Henderson, Mrs. W. B. Hanna, Mrs. W. A. Sutherland, Mrs. Louis L. Cohen, Mrs. J. C. Acton, Mrs. W. R. Adamson, Mrs. Douglas Murray, Mrs. W. G. Cumming, Mrs. F. E. Secord, Mrs. W. H. Brigden, Miss Hughes.

MONTREAL: Travis A. Tod, Secretary-Manager, Graphic Arts Section, C. M. A.; G. E. Roy, Graphic Arts office; Thos. V. Bell, Thos. V. Bell Limited; Harold G. Dawson, W. V. Dawson, Limited.

OTTAWA: J. C. Howard, Canadian Government Printing Bureau; Hiram A. Crain, Mrs. J. C. Howard.

QUEBEC: W. J. Smith, Telegraph Printing Co.

WINNIPEG: S. F. Beatty, Secretary-Manager, Winnipeg Typothetae; Lawrence E. Brown, Great West Life; E. C. Stovel and M. W. N. McEtheran, Stovel Co.

VANCOUVER: James C. Nicholson, Nicholson, Limited.

Entertainment Provided for Women

An attractive program of entertainment was provided for the women guests at the Typothetae Convention at Cleveland.

The women's reception room at the left of the lower end of the mezzanine floor of the Cleveland Hotel was set aside as the headquarters of the Cleveland women, where Mrs. Johnson, official hostess, or members of the committee, were glad to be of assistance in personal shopping or directing to special points of interest in the city or theater district.

On Monday night, all U. T. A. convention guests and the women were the guests of the Cleveland Graphic Arts Club at a theater party at the State Theater, where Main Street Follies were shown.

On Tuesday morning, October 17, there were shopping tours and trips through the large fruit preserving factory and women's ready-to-wear suit and cloak factories, under the supervision of the official hostess and Cleveland women. At noon there was a luncheon in the ball room of the Winton. Judge Florence Allen gave an address. Miss Allen is now an independent candidate for the Supreme Court of Ohio.

An auto drive through East Side parks and boulevards was enjoyed Tuesday afternoon. In the evening there was a reception and entertainment by the Cleveland members and their wives to the guests of the convention and their wives in their club rooms on the third floor, Standard Theater building, 811 Prospect avenue, South East.

On Wednesday morning, October 18, there was an auto drive through West Side parks and boulevards. Following the drive through the West Side of Cleveland and Lakewood, luncheon was served at 1:30 p. m. at the Cleveland Yacht Club.

At 9:00 p. m., Wednesday, there was a dance and reception by the United Typothetae of America and the Cleveland Graphic Arts Club at the Hotel Cleveland.

On Thursday, October 19, the visitors were invited to attend the Allen Motion Picture Theater, where they saw Constance Talmadge as Ming Toy in "East is West." Architecturally, the Allen Theater is considered to be one of the finest in the country.



U. T. A. OFFICERS
Fred W. Gage, Battle Creek, Treasurer (left) and Edward T. Miller, Chicago, Secretary.

Standard Guide to be Changed

The Standard Guide Committee at its meeting in Hotel Cleveland, on Monday, October 16, decided to change all schedules of the commercial section of the Guide from $1.01 to a time basis.

In explanation of the committee's decision to change the basic makeup of the commercial section of the Standard Guide the following reason is given: The schedule of prices on standard commodities of printing as now listed in the commercial section of the Standard Guide are to be first supplemented and eventually all replaced by operation production schedules on each individual item; that is, letterheads, envelopes, cards, tags, dodgers, etc., in such form that the average time of each operation of the production of each commodity will be shown in time units. This will enable each individual printer to extend these time units according to his own cost per hour as shown by his own cost system, and thereby produce for himself an individual yet complete price list.

Printers' Supply Salesmen Meet

The International Printers' Supply Salesmen's Guild held its annual meeting and election of officers at Cleveland during the U. T. A. Convention. Charles A. Dresser, vice-president and New York manager of the Cline Electric Manufacturing Co., was re-elected president and Mr. Robert Beers, representative of the Inland Printer, was elected international secretary.

Process for De-inking Paper

A process to take the ink from old newspapers so that they can again be used for printing purposes has been developed by the United States forest products laboratory at Madison, Wis., according to announcement.

Already one mill under commercial conditions has "de-inked" 500 tons of old newspapers which were then remade into newspaper print of desired strength and color and accepted by publishers as standard. The success of this experiment solves a paper salvage problem that was first considered by Danish paper makers in 1695. It affords a means of saving much of the waste and so decreasing the demand on the diminishing American forests for wood from which the paper is made.

Bentonite, a clay-like substance formed from volcanic ash and found largely in Wyoming, is used in the de-inking process.

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A Signal Tribute

The Toronto Club of Printing House Craftsmen have been asked by J. J. Devinny, the International President, to name a district representative for the cities of Toronto, Buffalo and Rochester.

The request is notable. It represents a distinct tribute to Toronto, which has shown itself to be one of the most active and progressive among the many clubs of the association.

The Toronto club includes among its members men of adequate calibre for the post. The position is an important one, requiring, in the person who may assume it, the ability to talk before craftsmen, and the ability to organize and promote new clubs, particularly in Canada.

The Toronto club can furnish the right man and should not pass up the opportunity to take a leading part in the ever-broadening craftsmen's movement.

Business Improves in States

The printing business across the border is on the upgrade, according to the latest reports.

The printing sales for the month of August showed a considerable increase over the previous two months, according to the chart just issued by the Department of General Service of the American Writing Paper Company and prepared from reports submitted by representative printing and lithographing concerns in thirty-nine states, and the District of Columbia.

The chart, compiled by the Commercial Research Division, indicates also steadily increasing paper purchases for the past three months. The increase in printing sales can be attributed to several causes. In the first place, an examination of the chart for previous years indicates that the month of August has always shown the effects of the seasonal increase in business in the fall. Furthermore, this increase indicates that the printing business is beginning to feel the results of the business revival that is taking place in all industries at the present time. From now on the improved conditions should be reflected to an increasing extent in monthly sales, inasmuch as the chief obstacle to the rapid development of normal business has been removed by the settlement of the mine and railroad strikes.

The continued increase in paper purchases is undoubtedly due to two causes; first, the increased cost of raw materials has resulted in a stiffening of the paper market and the forecast of higher prices has undoubtedly caused some buying for stock. Secondly, the railroad strike caused considerable uncertainty as to prompt shipments, which further stimulated such buying.

Moreover, merchants and manufacturers are growing optimistic and are reaching out for more business through advertising, this naturally having a beneficial effect upon the printing and paper industries.

It Had to Come

Free circulation publications were the recipients of a knock-out blow at the recent convention of the Audit Bureau of Circulation in Chicago. No longer will they be accorded the recognition of the A. B. C.

"It is utterly impossible to take any measure of the reader-interest of a free-distribution paper," said a leading national advertiser at the convention.

Publishers of paid circulation papers quite naturally resent being placed in the same class as free-distribution papers, but the distinction is made especially impressive when a prominent national advertiser voices his opinion.

The free distribution publication is not confined to the trade and technical, or the magazine fields. The Daily paper realm has also been invaded.

A free, newsless sixteen-page paper has made its debut in Los Angeles. It is patterned after the fashion of a newspaper, is filled with advertising, is well printed, contains not a line of reading and it has a free distribution.

The paper is called "Down Town Shopping News." Behind it is a commercial organization with a capital of $200,000. The venture probably represents an attack upon the Los. Angeles newspapers, but the venture will fail even as such ventures have failed before. The reason is obvious.

Benefits Small Printer

The Typothetae Bulletin for October 16 contains a very enlightening table of average production costs and average sales in eight groups of printing plants.

Group A represents plants with a plant investment of $5,000, Group B $14,000, Group C $24,000, Group D $44,000, Group E $83,000, Group F $160,000, Group G $200,000, and Group H $6700,000.

"As these plants are located in practically every part of the United States and Canada, the figures being obtained by the Research Department of the U. T. A. from cost statements taken in these plants, these averages are as dependable in their lessons as it would be humanly possible to make them," says the Bulletin, which proceeds to point out the fallacy that the small plant has less overhead than the large plant.

"The first and most significant lesson from this table is that the smaller shops, shops with a plant investment of $5,000, are not making the money they ought to make, as compared with bigger shops. The reasons for this condition of affairs are many and varied. First of all, such shops have too much overhead, according to quantity of output and number of productive hours. As a general rule the proprietors of such shops are acting as salesmen, compositors, and pressmen in one and the same person. In other words, they are centering their energy on mechanical work where common business prudence should dictate a policy of business building with increased sales, increased number of productive hours, and therefore, increased production.

"Now then, common-sense tells us that in a plant where the proprietor is salesman, compositor and pressman, at the best 40 per cent. productive time can be obtained, because when he is working in the composing room his pressroom is idle; when he is working in the pressroom his composing room is idle, and when he is selling his whole plant is idle."

The table proves the assertion, and the point is made that Typothetae educational work is more necessary for group A printers than for any of the others.

Small printers who are anxious to improve, their business should investigate Typothetae work.



THE LATE HAROLD T. GAGNIER

Proprietor of "Saturday Night" and many other weekly and monthly periodicals, organized under the publishing unit, Consolidated Press, Ltd., who passed away on Oct. 29th, after an illness of nine months' duration. The late Mr. Gagnier was born in Toronto in 1873 and entered the publishing business with very small beginnings a quarter of a century ago. Though of a retiring nature, his clean, efficient and progressive methods had won him an international reputation in that industry.

Business Getting Better

Paper Men Express Optimism at Convention of Canadian Paper Trade Association—Importance of Paper Industry to the Country Emphasized—Winnipeg Man, New President

FROM THE opening address of welcome, delivered by John F. Ellis, honorary president of the Canadian Paper Trade Association, to the delegates, until the last item of business was disposed of, there was not a dull moment in the proceedings of the fifth annual convention of the Association, which was held on October 25 and 26 in the King Edward Hotel, Toronto. The slogan of the gathering was, "Business is getting better. Let's help it along."

The wholesale paper trade was well represented from Coast to Coast and the general tone of discussion left no doubt that the future of the industry, as far as the selling and distributing ends are concerned, is steadily improving. The addresses of the officers of the Association and the reports presented from the five sections were encouraging in character and cheerful in spirit. A lot of important business was transacted, while the social features were attractive. The Association has now passed the trying days of any new body and is evidencing strength and influence on all sides. This fact was amply demonstrated in the messages of President C. J. Kay of Vancouver, B. C., and Secretary N. L. Martin of Toronto, while the financial affairs are in a healthy condition, according to a report presented by Treasurer E. S. Munroe of Toronto. The convention next year will be held in Montreal during the first week in October.

Honorary President Ellis, in extending greeting to the visitors, recalled the early days of the trade and said there had been no branch of commerce in the Dominion which had done so much toward restoring the Canadian dollar to its normal value across the border as the paper industry, and the outlook of the trade was growing brighter each month. President Kay also referred to the stabilizing trend of the paper trade in national affairs, and recounted the fact that the wholesalers had come through the dark days of 1921 and the early part of 1922 without a single paper merchant making an assignment. This he regarded as a remarkable record and a tribute to the worth and work of the organization.

It was expected that W. C. Ridgway of New York, secretary of the National Paper Trade Association, would be present, but he sent a telegram to the effect that pressure of business in his office prevented him from attending. He conveyed his greetings to the trade in Canada and recalled the pleasant time he had spent as the guest of the Association two years ago.

Officers Elected

The officers for the coming year were elected as follows:

John F. Ellis, Toronto, Honorary President
George Wilson, Winnipeg, President
J. B. Larkin, Montreal, 1st Vice-President
R. I. Finlay, Toronto, 2nd Vice-President
C. V. Syrett, Toronto. Vice-President in charge of Wrapping Paper Division
E. S. Munroe, Toronto, Treasurer
N. L. Martin, Toronto, General Secretary
Mill Relations Committee: C. McFarlane, Montreal; H. P. Andrews, Montreal, and Walter Dickinson, Toronto.

Among the visitors during the proceedings were Edward Beck, Montreal, manager of the Canadian Pulp and Paper Association, and H. F. E. Kent of Toronto, vice-president of the Association. George M. McKee, president of the Association, was to have been present at the annual dinner tendered the wholesalers by the Ontario members of the C. P. T. A., but was at the last moment called to New York on business.

The two days' sessions were so filled with business that the delegates had to forego a golf match which was to have come off on the afternoon of the second day at the Lambton links. When members of the paper trade take such interest in the work and discussions, it is a sure omen that there was much profit and instruction in all that was said and done.

The Mill Relations Committee, of which George Wilson was the chairman, met several manufacturers during the convention and a number of important matters were disposed of in relation to trade customs and the general advancement of the pleasant spirit which exists between producers and distributers.

A more exact classification of what constitutes a bond and a writing paper was also agreed upon, so as to avoid confusion and misunderstanding. A trade custom in regard to ton orders will be amended, giving the purchaser the right to sort grades on all ton lots of bond or writing papers, in addition to naming the colors, weights and sizes.

The Marking Act, requiring that all printed and lithographic matter entering Canada shall bear a mark showing the country of its origin, was endorsed. This act, it is expected, will prove of much benefit to Canadian printers.

The "long price list" which has been adopted in Toronto and Montreal will, it is believed, work out all right after a fair trial. One or two of the Western delegates, however, thought before the East adopted the list the Western sections should have been canvased in regard to the proposition. It was also brought out in the reports that the Eastern members are being called upon to meet fairly strong competition from European firms.

The progress made in the coarse paper trade was referred to by Charles V. Syrett, of the Victoria Paper and Twine Company, Toronto, who spoke optimistically of what had been accomplished and thought much greater advancement would be made with this end of the business during the coming year.

President Reviews Work of the Year

President C. J. Kay, of Vancouver, in his annual address, thanked the members for the courteous co-operation extended to him during his term of office and said that the Association had been in existence five years, and had developed goodwill and interest on all sides. He paid a warm tribute to the assistance of the paper manufacturers in the kindly spirit they had always shown the Association, a happy condition which had, without doubt, worked out to the mutual benefit of the members. During the trying period there had not been a single failure among the distributors of paper in the Dominion, a record which he did not think was shared by any other industry, and presented a startling contrast to the conditions existing in some other lines of trade not having the safeguard of co-operation through the medium of an association such as the one to which the wholesalers in the paper line belonged.

Continuing, Mr. Kay said in part: "The peak of the rise in prices was reached in July, 1920, and the downward move commenceed in September, 1920. Now, gentlemen, it should be a source of gratification to all of us that, having been put to the test during the last two years, we have come through successfully. Without doubt our Association has justified its existence in that it has carried our members safely through the most momentous and dangerous period in the business life of Canada.

"We, however, are not yet out of the woods. I do believe there are still trying times ahead. We must not, therefore, slacken in our efforts for co-operation, and this splendid gathering today is proof to me that goodwill for and recognition of the benefits of an association such as ours is still manifest in its members."

Report of the Secretary

N. L. Martin, secretary of the C. P. T. A., said: "The most important feature in connection with the operations of the Association during the past twelve months has been the ex-



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tension of co-operative effort. Until this year the co-operative activities of the Association have been confined to considering the problems of our members from the buying standpoint and by seeking a solution of difficulties in trading by joint discussion with the mills supplying us with our products. And in these efforts, while much remains to be done, the results of five years' work have, I feel sure, been most gratifying. This year has seen the co-operative spirit extended to the selling end of our business by a discussion of the printers' problems with the local Typothetae organization. The long price list has been in operation for some weeks, an arrangement of our price lists much sought after by a large section of the printing trade. It is as yet too early to say whether this will be found to be of mutual benefit.

"Our discussions during the year with the mills have in general been directed to the establishment of the principle that the wholesale paper merchant is the proper channel through which paper should find its market. Paper sales, which reached such high figures during the tremendous activity of the war period, have suffered a big decline in sympathy with all other products. A reduction in demand will inevitably create a corresponding increase in competition for the trade that offers, and a little serious thought will establish the fact that this very proper keenness on the part of our mills for business, might have made a very heavy inroad into the wholesalers' selling field had we not, by a fair representation of the facts and by the weight of united opinion, been able to point out the equity of the wholesale merchants' view. During the year a study of statistics as to sales, has demonstrated to all of us that to-day there are far more sales in number, making up a decreasing volume of totals. The printer is carrying less stock on his shelves than ever and is buying from hand to mouth, thus increasing the number of small sales and adding to the cost of doing business. This very fact makes it essential that the wholesaler should bend every effort to jealously guard his legitimate market for the bigger orders which provide the balance to maintain a profitable and successful business. As paper merchants, we have come through exceedingly trying times in the most gratifying manner."

Annual Dinner Was Big Event

The annual dinner was held on the evening of the first day of the convention and from every standpoint was a signal success. Every branch of the industry was represented, the menu was excellent, the songs rollicking, the speeches lively and the entertainment features all that could be desired. Over one hundred were present and the event was voted as the most successful and enjoyable of any similar event in the history of the Association.

President Kay presided, and the toast list was admirably chosen and interspersed with many diversities. Mr. McFarlane, of McFarlane, Son and Hodgson, Montreal, and Mr. Sutherland, secretary of the Toronto Typothetae, responded to "Our Guests," and Sir John Willison, president of the Canada Colonization Association, to "A Greater Canada." He referred to the splendid achievement and courage of the paper industry in the Dominion in stabilizing trade and pursuing a sound, strong policy during the period of depression and readjustment. Sir John spoke glowingly of the bright future of the industry and the optimism which characterized it. He then went on to tell of the work of the Canada Colonization Association in assisting immigrants to settle in the West and people the rich lands of the prairie provinces. Canada needed more settlers of the right type, those who would locate on the soil and become thoughtful, earnest Canadian citizens. With this policy pursued, he had no misgivings with respect to the future of the Dominion.

E. A. Schofield, of St. John, N. B., also spoke along similar lines and told of the needs of the maritime provinces and incidentally referred to the development of the paper trade in the East. The first news print mill in New Brunswick is being built by the Bathurst Company at Bathurst, and he believed that this would be the forerunner of other mills.

Forget the War

"The Paper Industry of Canada" was replied to by Edward Beck, manager of the Canadian Pulp and Paper Association. He advised all trades and classes to "forget the war and go to work," the same as the paper industry had done and was doing Mr. Beck said it had been stated many times during the last few months that we were at the end of the period of depression and were now on the high road to prosperity. This statement was confirmed by a general review of the pulp and paper trade. While there were still weak spots, yet on the whole a sounder, more progressive basis than had prevailed during the past two years was being reached. While not yet entirely out of the woods, the trail appeared fairly clear. The paper industry naturally depended upon other industries and upon business in general and there was no doubt, in his mind, that business was looking much brighter than it did six months ago. Improvement might be slow, but it had been continuous, which meant a great deal and things were now headed in the right direction.

Two Thousand Delegates at Direct Mail Convention at Cincinnati

THE fifth annual convention of the Direct-Mail Advertising Association, which was held in Cincinnati on October 25-27, proved to be the best attended and one of the most interesting conventions in the history of the association. It is worthy of mention that a printer, President Meadon, of Detroit, opened the big gathering and presided over it. More than two thousand delegates, including many of America's prominent advertising managers who spend millions annually, were in attendance at the various sessions. The exhibits attracted much favorable comment, for their originality of design and their artistic appearance. The various sessions at which nationally known sales managers and advertising experts addressed the delegates were remarkable because of their good attendance. In fact, every feature of the convention, both social and business, was carried out to success and delegates from various parts of the U. S. and Canada were particularly frank in expressing their appreciation of the splendid manner in which the convention was conducted.

Election of Officers

At the annual election of the Board of Governors at the luncheon on Friday at the Hotel Winton the following were elected for two-year terms: Louis Balsam, Detroit; Joseph Meadon, Detroit; Edward T. Hall, St. Louis; Robert E. Ramsay, New York; and F. W. Hunt, Toronto. W. A. Wolf was named to a one-year term.

Meeting later the board re-elected Joseph Meadon as president for a third term. F. W. Hunt, Toronto, was named vice-president, this choice being left to the Canadian delegation. Charles R. Wiers, Philadelphia, was also elected a vice-president. R. L. Pierce, treasurer, was named as secretary-treasurer, because of the resignation of Louis Balsam, who has resigned as secretary to head the Mailbag Publishing Company. The selection of the convention city for 1923 was delayed until next January.

Prize Awards

Awards in the prize contests were announced late Friday afternoon at the closing session. The National Lamp Works of The General Electric Company, Cleveland, was awarded a silver cup for the most noteworthy accomplishment of the year in direct-mail advertising. A cup for the most unique piece of direct-mail advertising created during the year went to the Southam Press, Toronto, Canada. A cup for the most distinctive and efficient form letter campaign produced during the year went to the Direct Mail Advertising Agency, Chicago. The delegation from Chicago was awarded a handsome placque that was given to the club having the largest number of accredited delegates at the convention.

A resolution adopted by the association authorizes the Board of Governors to call upon the National Association of Purchasing Agents and other organizations of buyers to co-operate in a movement to eliminate wasteful distribution of advertising matter. Another resolution put the association on record as favoring the standardization of paper sizes.

Wins International Trophy at Direct-Mail Convention

SELDOM has a Canadian printing house received a tribute equal to that recently accorded the Southam Press of Toronto. The Southam Press won the international cup at the Cincinnati convention of the Direct-Mail Advertising Association. The cup is emblematic of the outstanding piece of direct advertising created during the year. The idea which won the cup embodied a campaign launched by the Southam Press for "Hiker Shoes," made by the Corson Shoe Manufacturing Company of Toronto. The idea was originated by W. H. Griffin of the Southam promotion department,



Cover of the portfolio which told the story of the "Hiker" Shoe Campaign.

and as a result the Corson Shoe Company plant is working overtime to meet the demand for "Hiker Shoes."

How the campaign was conducted was presented in striking manner in the shape of an illustrated portfolio, 20x13, the preface of which reads as follows:

"A Toronto manufacturer recently called us in and said, 'Here is a new boys' shoe we have just perfected. We have given it a thorough test. It has more wear in it than any shoe we have ever known. What we want is the best possible plan for placing it on the market.' What we did, how we did it, and why, is explained herein."

The name of the shoe, and the plan by which it was marketed was in every detail a product of the Merchandising Department of The Southam Press. This plan has been worked to the limit just as originally laid out,—no interference with idea, copy, or layout, by The Corson Company. In other words, they adopted the plan and then co-operated to the extent of 100 per cent., with the exception of the amount of territory covered.

The Southam Press further explain the campaign as follows:

"Instead of the usual procedure of merely telling the dealer and the public what we had, we proved it to them. We arranged, first, for a 400 mile cross-country hike—ten boys with this shoe on their feet, dressed all alike, and under the leadership of a man prominent in boy work. They called on the dealers and the newspapers in 40 towns, and told them who they were, where they had been, where they were going, and why.

"Each boy carried a quantity of post cards, which served as business cards to give to other boys they met. They used 25,000 on the trip, which lasted thirty days. Every week the Hikemaster sent us a wire relating to the progress of the hike. These were broadcasted to all dealers whether they were located in a town reached by the hike or not. This brought recognition of the wearing qualities of the shoe to all dealers, nearly as effectively to one dealer as to the other.

"The boys were wonderfully received everywhere. They were entertained by dealers, by societies, and by mayors. Newspapers wrote the story in every town touched by the hike. The boys were paid One Dollar per day each, and furnished shoes, clothing, and all expenses. They slept in tents carried in a one ton truck driven by a young lad who knew cars. This equipment included a refrigerator for their food, a phonograph, first aid kit, radio outift, change of clothing—everything for their comfort and entertainment.

"Upon their return, the twenty shoes worn on the hike were kept by the Corson Company who value them at $500 each. Each boy was given a new pair of shoes for his old ones.

"While the Hike was being organized each dealer received a letter telling about the new shoe; a letter telling about the hike; and a broadside picturing and describing both from the dealer's viewpoint.

"Definite orders started to come in, although no one was approached, aside from a line at the bottom of the broadside. Dealers got on the train and came to Toronto trying to get the exclusive Agency for their territories; others wrote; and still others tried to learn if the 'Hikers' would pass through their towns, as they wanted the boys to make their headquarters for a day or two at their particular stores.

"Upon the return of the boys the salesmen took the road and sold shoes easier than shoes were ever sold before. In fact, they sold more than shoes—They sold both shoes and the advertising planned to sell the shoes for the dealer to the boys of his community."

Agencies Appoint Permanent Secretary

The work of the Canadian Association of Advertising Agencies has increased to such an extent that it has been decided to appoint a permanent secretary. Up to the present the secretarial work has been done gratuitously, but the growing duties require someone who can devote his whole time. The committee appointed to select a Secretary chose Geo. A. Martin for the position. Mr. Martin has had ten years' experience in editorial work on various Canadian daily newspapers, including Kitchener Telegraph, Stratford Herald, Buffalo Courier, Toronto Telegram, Toronto Globe, and his last work was as editor and director of the Oshawa Reformer. His diversified business and editorial experience eminently fits him for his new sphere of work. Mr. Martin's office will likely be in Toronto.

The Canadian Association of Advertising Agencies was founded in 1903. It has established high ethical standards as a requisite for membership, and only a few agencies are not included.

More Newsprint in 1923

A survey of the print paper situation, made by the Wall Street Journal, indicates that the productive capacity of the Canadian newsprint mills will be increased about ten per cent. next year. This will bring Canada's total production to 1,296,000 tons annually.

The production of the United States mills this year, the paper reports, will be about 1,500,000 tons. United States consumption will be about 2,300,000 tons, leaving a total market of about 800,000 tons on this side of the line for Canadian mills.

The Canadian mills will meet some competition from German and Scandinavian manufacturers, however.

Many Inspiring Speakers

Heard at Annual Meeting of Canadian National Newspapers and Periodicals Association—Publishers' Problems Discussed—H. T. Hunter Elected President

THE HON. ARTHUR MEIGHEN and Sir Joseph Flavelle were among the prominent speakers who addressed the annual meeting of the Canadian National Newspapers and Periodicals Association at the King Edward Hotel, November 9-10.

The presence of two outstanding figures in Canadian public life alone made the occasion notable, but included on the program was a list of other able speakers, drawn from the membership of the Association as well as speakers from outside who are familiar with the trade and technical paper and magazine fields.

The meeting might have had for its slogan "Come, Listen and Learn," for there was a full attendance at all sessions, close attention given to the speakers, and there was much to learn from their carefully prepared addresses.

Addresses delivered by speakers outside the Association included:

"Publisher and Advertiser Relations," by H. L. Spry, director of Association of Canadian Advertisers.

"Agency and Publisher Relations," by M. Fergusson, McConnell & Ferguson, London and Toronto.

"Farm Marketing," by Prof. Leitch, head of the Research Department, Guelph Agricultural College.

"The Place of the Retail Paper in the National Campaign," by Harry Taylor, advertising manager, Dry Goods Economist, New York.

"Making Advertisements and Making Them Pay," by Thorton Purkis, Toronto.

Addresses by speakers connected with publications belonging to the C. N. N. & P. A. included:

"The Publisher's Service Department as a Means of Developing and Holding Business," by M. J. Hutchinson, Hugh C. MacLean Publications.

"The National Magazine Idea," by Geo. H. Tyndall, MacLean's Magazine.

"Circulation Building," by C. W. Buchanan, Toronto.

"Making Facts Interesting," by Hector Charlesworth, Toronto Saturday Night.

"The Moral Responsibility of the Press," by D. M. Solandt, Presbyterian Publications.

"Making the Reader Read," by B. R. Brooker, Marketing.

"The Advisability and Possibility of Budgeting Editorial Costs," by H. T. Hunter, Vice-President MacLean Publishing Co.

"The Value and Cultivation of Reader Correspondence," by Frederick Paul, Toronto Saturday Night.

At the conclusion of each address time was allotted for the answering of questions by the speaker.

Commenced Thursday Morning

The meeting opened Thursday morning at 9.30 with President Weld's address, followed by reports of standing committees, reports of various sections and the report of the manager of the Association, Wm. F. Harrison. At noon a luncheon was held in the ballroom of the King Edward, at which Sir Joseph Flavelle spoke. Nearly every table in the spacious room was filled. At 2.15 the first session open to staffs of all publishers' members commenced, continuing till 4.30. At 6.15 an editorial dinner and conference took place, at which Hon. Arthur Meighen spoke. Friday morning was given over to addresses and Friday afternoon to a "Question Box" session with N. R. Perry, of H. Gagnier, Limited, in the chair. This session proved a feature of the convention, continuing till 4.30, after which a meeting of members of the Association took place when reports of sessions on election of chairmen, directors and members of committees were made.

Sir Joseph on Individualism

"Throw your heart into it and the rest will follow," said Sir Joseph Flavelle in his opening remarks at Thursday's luncheon, speaking on "Individualism as a Factor in Public Affairs." "Individual effort and achievement are the greatest elements in life. Remove the incentive for accomplishment and society is reduced to a sort of intellectual, physical and moral poverty."

"What I am drifting to," said Sir Joseph, during a speech of nearly an hour, enriched by quotations from notable men and by observations of his own, "is a call for the development of the individual man. As a people we are relying too much to-day on social and political machinery of all kinds to do for us what we should do for ourselves. We turn to governments, to organizations, to public bodies to take care of us and to solve our troubles instead of trying to improve our own work, to produce better goods, to perfect our service. Man is at his best when he is rowing hard against the stream."

Sir Joseph was introduced by Acton Burrows, who went to considerable length and in a splendid manner outlined the career of Sir Joseph, pointing out his achievements in the business realm and his many services performed in the interests of the country. Lt.-Col. John Bayne Maclean, on behalf of the Association, fittingly expressed appreciation of the speaker's inspiring message. At the conclusion of the luncheon the afternoon session was called, H. T Hunter, vice-president of the Association, taking the chair.

Advertiser and Publisher

The opening address was delivered by H. L. Spry. He gave the advertiser's view of relations that should exist between advertiser and publisher. The outstanding point in Mr. Spry's remarks was the question as to whether or not the present system of paying agency commission was the most equitable and most satisfactory that could be evolved. Mr. Spry was inclined to the belief that the advertising agency should be looked upon as serving the advertiser—rather than the publisher—and for that reason should be paid by the advertiser; that publishers should discontinue the payment of agency commissions, reduce their rate cards by the amount they now allowed for agency commissions, and leave it to the advertisers to recompense the advertising agencies on the basis of service rendered.

The next address was by M. J. Hutchinson, advertising director of the Hugh C. MacLean Publications, who had for his subject "The Publisher's Service Department as a Means of Developing and Holding Business." Interspersing his remarks with pertinent witticisms, Mr. Hutchinson gave a talk that was both interesting and instructive. He related a number of specific examples of service by publishers that had been successful in bringing them increased advertising revenue; and he showed several examples where improved copy service alone, as a result of a closer study of the advertiser's product and its uses, had resulted in the use of materially increased space.

Taking as his subject, "The National Magazine Idea," Geo. H. Tyndall, advertising director of MacLean's

C.N.N. & P.A. Officers

The board of directors of the Canadian National Newspapers and Periodicals Association for the ensuing year are as follows.

President, H. T. Hunter, MacLean Publishing Company.

Vice-President, Rev. S. W. Fallis, D. D., Methodist Book & Publishing Company.

Executive Committee: John Weld, Farmers' Advocate;N. R. Perry, H. Gagnier, Ltd.; T. J. Tobin, Canadian Countryman; D. M. Solandt, Presbyterian Publications; Lionel Davis, Continental Publishing Co.; Acton Burrows, Canadian Railway & Marine World.

Other Directors: O. A. Cohagen, Nor'West Farmer; R. B. Faith, Ottawa Farm Journal; T. S. Young, Hugh C. Maclean Publications, Ltd.; H. V. Tyrrell, MacLean Publishing Co., Ltd.; M. McKnight, H. Gagnier, Ltd.; R. J. Burns, Catholic Record; Major Hugh C. Maclean, Hugh C. Maclean Publications, Ltd.; W. A. Lydiatt, Marketing.

Magazine, gave an outline of the ideas and principles upon which the success of magazine advertising is based. He pointed out that there should be no competition between national advertising and local advertising; that there is no real duplication of purpose between them; that each has its own important and well defined uses; that both are essential tracks towards a common terminal. Mr. Tyndall claimed that national advertising and national magazines are inseparable; that national advertising implies magazine advertising; that, in fact, national advertising and national advertisers are unquestionably the outgrowth of magazines. Mr. Tyndall pointed out the value and economy of magazine advertising, substantiating his claims with charts, figures and examples.

The concluding address of the afternoon session was on "Circulation Building," by C. W. Buchanan. Mr Buchanan has had several years' experience as circulation manager of MacLean's Magazine. He outlined various methods of carrying on circulation work; he gave valuable details regarding the securing of renewals, as well as the selling of new subscriptions. He described several devices for securing the attention and favorable action of subscribers and prospective subscribers by letters, and quoted from letters which had proved particularly resultful.

Mr. Buchanan advised editors of papers with a small circulation to keep in close touch with every subscriber, even to writing them four times a year. Subscriptions are thus easier to renew.

Editorial Night

The editorial dinner and conference was held on Thursday evening in the King Edward Hotel and was largely attended. Rev. S. W. Fallis, D.D., Methodist Book and Publishing House, was in the chair.

The principal speaker of the evening was the Rt. Hon. Arthur Meighen. Mr. Meighen spoke of the influence of the business and technical press on the agricultural, commercial and industrial life of Canada. He also said that in his opinion the business press of Canada had not received the protection it deserved. He thought something could be done and should be done to put a check on the vast amount of free advertising matter coming into this country, particularly from the United States. He thought it right and just that the publishing business should enjoy a measure of protection similar to that enjoyed by all manufacturing activities. A measure of protection that would enable it to develop in an atmosphere of fair and healthy competition with publications from other countries.

Mr. Meighen spoke for fifteen minutes, closing his remarks with reference to Canada's national aspirations, and her duties as a member of the British Empire. Canada's former Premier received a fine ovation as he took his seat. He left immediately to address another meeting.

The business of the evening was opened with a talk on "Making Facts Interesting," by Hector Charlesworth, of Saturday Night. "To make facts interesting," said Mr. Charlesworth, "we must be interested in them ourselves." The speaker said the business paper should deal with the entire business of the country in a very thorough manner. It should be possible by taking the files of many years back, to get an accurate history of the business and political life of our country. He said that the fall of Rome, the true causes of which to-day are a mystery, had there been a business press of that day, recording facts of business and politics in a clear manner, would be understandable by us all. Regarding style the speaker said that a writer could use all the adjectives he desired so long as he chose the right words to convey his meaning. We did not want brevity so much as clarity.

"The Moral Responsibility of the Press," was discussed by D. M. Solandt of the Presbyterian Publications. Mr. Solandt said that a great deal of moral responsibility was wrapped up in all our business. The business press, he thought, could exercise this responsibility a great deal more than it is doing. For instance the work of the Lord's Day Alliance could receive more sympathy and support.

Editorial Costs

The next subject to be discussed was "The Advisability and Possibility of Budgeting Editorial Costs," by H. T. Hunter.

The subject proved of exceptional interest and was followed with keen attention. Mr. Hunter illustrated his subject with a chart showing the distribution of costs on an average trade paper with a circulation of two thousand. The chart was progressive and showed how the various costs would be affected at different stages in the paper's development. The speaker said it was quite feasible to figure out at the beginning of the year how much money should be allotted for editorial expense. On a paper such as the chart described, as a beginning, 10 per cent. of the costs should be allotted to editorial. That was a safe point, but anything lower would tend to weaken the paper. As the paper progressed the editorial percentage increased while all other percentages, because of improved service, decreased. When the paper had mastered its field and was giving a first class service, the speaker said, circulation was easier to get and more advertising secured, resulting in a proportional decrease in the percentage of cost of obtaining each. This condition of affairs in turn resulting in an increase in the editorial percentage of cost, from ten per cent. to fifteen per cent. and in time to twenty-five per cent.

Frederick Paul, Saturday Night, gave an interesting talk on "The Value and Cultivation of Reader Correspondence." He showed how special departments in Saturday Night were built up by careful cultivation of reader correspondence. All correspondence, he said, should be treated seriously and every effort should be made to give the enquirer an answer that will satisfy and at the same time be accurate.

"Let daylight through your type," was the keynote of the address on "Making the Reader Read," prepared by B. R. Brooker, of Marketing. A middle course in make-up between the densely packed page, and the page full of sensational headlines, lavish and indiscriminate use of boxes and cuts, etc., was in Mr. Brooker's opinion the best. Enough of the story to whet the reader's interest should be in the heading and sub-heads but it was not

only unnecessary but even fatal to tell too much of the story in the heads, sub-heads and boxes. A wise selection of type had a great deal to do with making the reader read.

Harry Taylor Talks

Four especially strong speakers were listed on the program for Friday morning. Each had a message of importance for the Association, the address of Harry Taylor, advertising manager of the Dry Goods Economist, being generally regarded as the foremost effort of the addresses given during the two days' sessions. Mr. Taylor is a forceful speaker and the subject he was asked to speak upon is one with which he is thoroughly familiar, "The Place of the Retail Paper in the National Campaign."

That "dealer influence" represents a tremendous force in the sale of merchandise formed the first of Mr. Taylor's remarks; and with a series of illustrations and a sound train of logic he proceeded to substantiate his views. Pointing to a chandelier in the room, he said, an electric light will not toast bread; neither will an electric toaster give adequate light to illuminate a room. To be serviceable, electricity must be properly applied. So it is with advertising; it must be properly applied to get maximum results. The speaker's remarks embraced dry goods in particular. He said buyers of dry goods in nearly every case bought through dealer influence; it was logical then that national advertising should be directed to the dealer; the line of communication is in the business paper which the dealer reads. The dealer's problem is one of selection, and the lines he sees advertised in the trade papers helps him solve the problem.

Mr. Taylor expressed himself in accord with consumer advertising if carefully considered. Like electricity it should be properly applied, however. A great round of applause was given the speaker as he concluded his address.

Serve the Advertiser First

"The only way an advertising agency can serve a paper is by serving the advertiser," declared Mr. Fergusson, of McConnell & Fergusson, speaking on "Agency and Publishers' Relations." Mr. Fergusson said too many papers make the mistake of soliciting advertising for certain products simply because some other paper is carrying the advertising. "Forget the other fellow," he advised. When a solicitor approaches an agency for advertising he should go prepared with facts and figures to show just how his paper can serve the advertiser. Mr. Fergusson proceeded to show the mistake of advertising a product out of keeping with the taste of the consumer. It is poor business to advertise a 25-cent cake of perfumed toilet soap in a mechanics' paper, and it is poor business to advertise soap without perfume in certain French communities of Canada where a taste for the perfumed article has been developed. These points have to be considered by the agency in selecting media that will give the advertiser returns for his investment.

Mr. Fergusson expressed himself as opposed to rebating of commissions by publisher to advertisers, stating that it is the cause of a great deal of unrest and detrimental to business. The speaker concluded his very instructional remarks by predicting an unprecedented era of prosperity in the near future.

The address of Prof. Leitch, head of the Research Department of the Guelph Agricultural College, proved especially interesting to all present interested in the economics of maketing products. Prof. Leitch had for his subject, "Farm Marketing." A field of wheat in Manitoba is worthless as it stands, declared the speaker, who then proceeded to trace the course necessary to market the wheat and ultimately bring it to the consumer. What the consumer and the country is most concerned about is in bringing the product through by the most economical and efficient route. Prof. Leitch presented a great quantity of useful information during the course of his address.

Criticised Advertisements

Thornton Purkis, advertising copy-writer of Toronto, had considerable fault to find with the copy written for the business paper advertisements throughout the country, in his address, "Making Advertisements and Making Them Pay." To prove that copy was too often poorly written he came armed with lantern slide equipment and threw upon a screen a number of advertisements clipped from a variety of business papers. Mr. Purkis pointed out the deficiencies of the copy in each case and offered suggestions for improvement. Some of the advertisements shown represented excellent samples of business paper copy; the speaker told why they were above the average; they were produced in attractive style, contained a headline that aroused the reader's interest to read the text, and the text contained interesting and definite information. He stressed the point that the heading must tie up with the text. Very often he has noted cases where the copy had no particular bearing at all on the heading or the article advertised. Get earnestness and emotion into copy and you will make it interesting.

Earnestness and emotion thoroughly imbued the speaker and he held his audience every moment of the time allotted for his address, which brought the morning session to a close.

The Question Box

Nothing else rounds off an association meeting better than a "question box." It held the stage as the final open event on this occasion from 2 o'clock to 4 o'clock Friday afternoon, and it was judiciously conducted by N. R. Perry, who occupied the chair.

Numerous questions were asked. What should be done with advertisers who ask for agency commission because they prepare and place their own copy? was one of the queries put to the meeting. Some strong arguments were advanced against the practice.

Should advertising agencies accept commission on contract sold direct by the publisher after they have refused consideration or admitted inability to sell for the publisher? Answers to this question evidenced a difference of opinion to allowing a commission. It was finally suggested that each case should be treated on its merits.

Are there too many restrictions put on advertising pages of Canadian periodicals by postal regulations? This question created a lot of discussion and it was the consensus of opinion that there were to many restrictions, which occasioned the loss of a lot of profitable business. As a result of the views expressed it was suggested that the matter be placed in the hands of the postal committee of the Association, and that they be instructed to secure data and present the facts to the postal authorities for consideration.

Some of the other questions brought up were: "What constitute advertising results? Is there any need felt for uniform size page among class publications? How long should a subscriber be kept on the mailing list after expiration of his subscription?" The list of questions were fifteen in number, ten minutes being allowed for answers. The list was completed at 4 o'clock.

Dr. Lyman Abbott Dead

Dr. Lyman Abbott, New York, editor-in-chief of the Outlook, with which he had been associated nearly forty years; clergyman, lawyer, author and successor to Henry Ward Beecher, as pastor of Plymouth Church, Brooklyn, died Oct. 22. He would have been eighty-seven next December. When the end came his four sons and two daughters were at the bedside. Dr. Abbott suffered a severe attack of bronchitis last summer, from which he never fully recovered.

There's No Time Wasted

Getting Out a Daily Paper on Time Requires Close Adherence to Schedule in Mechanical Departments

THE Toronto Club of Printing House Craftsmen held its regular meeting in the Board of Trade rooms on October 25, when the feature was an address by J. W. Addison, pressroom superintendent of the Toronto Daily Star, in which he told about the course that newspaper stories and advertisements take from the time they reach the composing room until they are delivered in the form of printed copy. He not only described the mechanical steps, but emphasized the importance of the fixed time schedule under which the newspapers are produced. Visitors from outside points included J. McCullough of Chicago and Messrs. Clancy and Wilson of Oshawa. H. D. Tresidder, vice-president of the club, presided.

A craftsmen's meeting would not be complete without an entertaining musical program, and on this occasion it was of the usual high order.

"The Mechanical Side of the Newspaper" was the title J. W. Addison chose for his address. He commenced with the composing room, taking the work in the composing room of the Toronto Star as a typical case. Here eighty-five hands are employed—twenty-five linotype operators, seven makeup men, six proofreaders, five copy holders, one copy cutter, six bankmen, four apprentices, twenty-five admen, four boys and two foremen.

To the layman the newspaper composing room presents a scene of confusion. There is no confusion, however. The time element is taken into consideration to such an extent in getting the paper to press that system dominates every move, said Mr. Addison. In the composing room of the Star every step has to be carefully timed so that a thirty or thirty-two page paper is completed and ready for the presses by 11 a.m. This is the first edition for the day; a number of other editions follow. To accomplish this the staff works in phalanxes, beginning at 7 a.m. and continuing until 9 p.m. By adopting this method a full staff is available during the busiest hours of the day.

Each form must go to the stereotyping room on schedule time, explained the speaker; a form every eight minutes. Sometimes forms are "railroaded" through without all corrections being made in order to keep up with the schedule. The aim is to avoid the conditions which make the railroading of forms necessary, a practice which results in errors, and errors sometimes prove very costly. Misstatements of prices are chargeable to the paper if the paper is to blame. This is an old and generally accepted rule.

Some people are under the impression that a newspaper has difficulty sometimes in securing enough news to fill its columns. This is a false impression. The difficulty lies in finding the room to get all the good matter in the paper. From five to ten columns of matter are set each day in the Star office which never gets into the paper. There is never a shortage of news matter.

The size of each issue of the Star is determined by the amount of reading matter desired, which, for the regular editions, is usually eighty-five columns.

The ad-setters of the large city dailies are not now required to use very much initiative in their work. Advertisements are given into their hands already planned, either by advertising agents or the advertising department of the paper. The advertising compositor may not require to call into play his genius as a typographical designer, but to make good on a large city newspaper he must have the ability to set up advertisements rapidly and correctly.

The method of mounting cuts for use in dailies with stereotyping equipment was explained by Mr. Addison. Cuts do not require to be fastened to mounts, which are usually made of steel furniture.

For speed and precision, pay a visit to the stereotyping department of any large daily. Every stereotyper is taught the value of time. He knows what is required and delights in keeping his end up of the time schedule. It is the custom of modern newspapers to divide the stereotype department in two, moulding the forms in an adjacent room to the composing room and then taking the matrix to the pressroom to be cast. This method eliminates any necessity of moving heavy forms or plates to the basement where the presses are stationed; time as well as heavy labor is saved through this arrangement. Job stereotyping, or flat work, is also done adjacent to the composing room. This work is composed largely of advertising matter, but it is also employed for casting "sorts" of large type faces, and making complete borders from single mat strips. Mr. Addison fully explained the equipment used in the stereotype department, the most modern of which includes machine matrix rollers, steam and electro tables and air pressure system. The dry mat process is used for syndicate cuts by the Star, but the wet mat process is still found more feasible for type forms.

In the Press Room

Mr. Addison then took his audience to the press room of the modern daily. The newspaper pressroom is far removed in methods from the commercial printing pressroom, he said. The job pressman seldom finds his way into the newspaper pressroom. The size of the presses overwhelm him. He is impressed with the idea that he would be required to operate and attend the whole thing. It takes a fairly large crew to run a large newspaper press, however. One man attends to the imposition of plates, another to ink distribution, and others have to be in constant attendance at the speed control, watching the paper rolls, folder and other parts of the press. Paper rolls are often not always perfectly round and cause the paper to come off the roll unevenly and tear. When the roll is uneven the pressman whose duty it is to watch the paper takes up a heavy iron rod and wallops it into shape as the papers speed from the roll. Paper rolls weigh about 1400 pounds. The Daily Star consumes thirty tons a day.

Taking papers off the press by hand and conveying them to the mailing room is a thing of the past with the big newspapers of the country. The papers are now carried from the presses by mechanical conveyors and delivered direct to the mailing tables. In the case of the Star they are carried by mechanical conveyors to the floor above the pressroom where the Star's mailing room is situated.

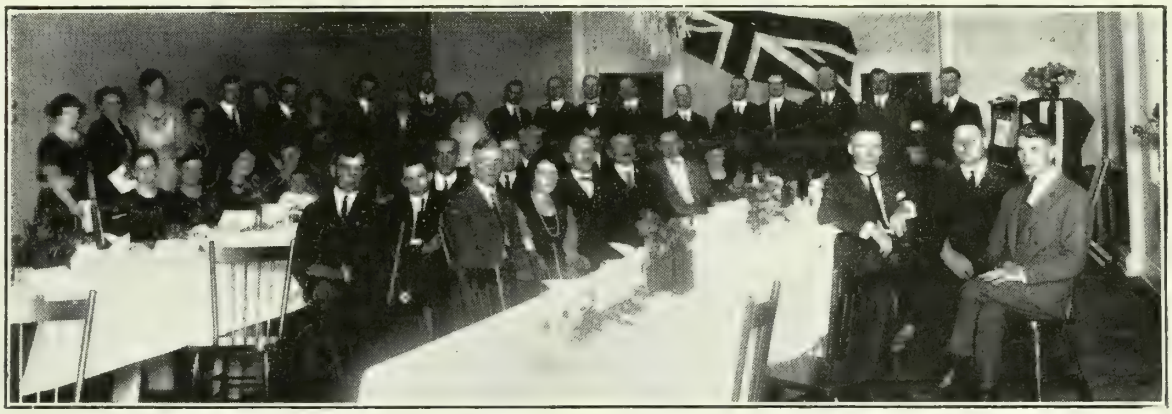
The rotogravure and photo-engraving departments of the Star were touched upon in the concluding portion of Mr. Addison's address, all of which proved one of the most interesting addresses the Toronto Club of Printing House Craftsmen have been privileged to hear. The speaker was accorded a hearty vote of thanks by the club.

At the next meeting of the club the intricacies of photo-engraving will be revealed to the craftsmen by members of the staff of Grip Limited, the well-known Toronto engraving house. The process will be illustrated with lantern slides.

Press Feeder's Safety Device

R. H. Gold, Toronto, has evolved something new in the way of safety devices for platen presses and these are now being demonstrated at the Rudd Paper Box Co., where several of the attachments are in operation. Hitherto most of the safety devices have been built around the press to protect it against anyone coming in contact with it.

Mr. Gold's patent arrangement forcibly restrains the operator from coming within the danger zone of the press. From two iron uprights is extended a strap which fits across the chest of the operator, and while this strap prevents him taking the long reach that in a careless moment would bring his hand or arm into the press, it allows him free scope to feed and manipulate the gears. There is also a swing stool attached to one of the uprights and the arrangement also possesses the virtue of protecting the operator from any possibility of loads of stock falling against him and forcing him against the press while the loads are in transit along the aisles. Canadian patents have been secured and American patents have been applied for.



Correspondents of the Waterloo Chronicle at banquet tendered by the publishers of the paper.

Banquet Tendered Correspondents

A HAPPY spirit of good fellowship and comradeship marked the complimentary banquet recently tendered its correspondents and agents by the Waterloo Chronicle, published by David Bean and Sons, Waterloo, Ont. The occasion presented a welcome opportunity to the members of the field force of Waterloo County's splendid weekly newspaper to meet together socially and to visit its handsome new quarters in the Equitable Building and observe the various processes through which the Chronicle has to pass before reaching the reader, the plant being in full operation.

Nearly fifty members of the Chronicle were present. They came from all parts of the county, responding most heartily to the invitation extended, many coming long distances to participate in the event. It was a representative gathering of those who have a vital part in making the Chronicle the bright, newsy and widely read publication that it is.

Tables were laid in the commodious hall of the Equitable Building, where at seven o'clock those present gathered around the festive board and partook of the appetizing spread provided. The decorations were especially appropriate, type letters and garlands of printed newspapers being utilized most effectively in decorating the hall, while the season's choicest flowers, asters and gladioli, added their touch of brightness to the scene.

The list of toasts following the supper hour which was interspersed with music and readings, provided an hour or two of enjoyment and relaxation.

Press Meeting at Orangeville

THERE was a large attendance at the annual fall meeting of the District Associations of the Wellington and Dufferin Printers and Publishers, at Orangeville, October 27. Sessions were held morning and afternoon in the auditorium of the Carnegie Library, with T. F. E. Claridge in the chair.

Among the topics discussed were the two-dollar rate, by H. P. Moore of The Acton Free Press and William G. Colgate of The Wingham Times; the use of the index record system for subscription lists by John Foley of The Orangeville Sun, and the replacement cost of a plant by J. R. McIntyre of The Dundalk Herald. Advertising rates and the cost of job printing were reviewed at length by A. W. Wright of The Mount Forest Confederate and Representative and F. B. Elliott of The Alliston Herald, respectively.

Roy Sayles, Manager of the Canadian Weekly Newspapers Association, gave an interesting and encouraging picture of the state of the printing and publishing business in Canada.

Following the morning session the visiting delegates were guests of the local newspapermen at luncheon at the Grand Central Hotel, and in the evening at dinner at the Queen's Hotel. The meeting was generally conceded to be probably the most helpful and practical in the history of the District Association. The delegates present included: J. R. McIntyre, The Dundalk Herald; A. S. Colgan, The Markdale Standard; W. W. Irwin, The Durham Chronicle; C. Ramage, The Durham Review; A. W. Wright and S. I. Blackburne, Mount Forest Confederate and Representative; T. F. E. Claridge, The Shelburne Economist; J. L. Landsborough, The Shelburne Free Press; J. C. Templin and H. C. Templin, Fergus News-Record; R. W. Hull, Erin Advocate; H. P. Moore, The Acton Free Press; J. M. Moore of The Georgetown Herald; R. Semple, The Tottenham Sentinel; F. B. Elliott, The Allison Herald; A. D. McKillerick, B. McGuire and Horace McGuire, The Orangeville Banner; John Foley, The Orangeville Sun; W. Logan Craig, Grand Valley Star and Vidette; A. H. Gardiner, The Harriston Review; F. W. Leavens, The Bolton Enterprise; Wm. G. Colgate, The Wingham Times, and E. Roy Sayles, of Toronto.

To Bar Free Publications

Free circulation publications are excluded from future advantages of the Audit Bureau of Circulation. This was the decision arrived at by a decisive vote cast at the A. B. C. Convention at Chicago last month. The debate preceding the vote was the most important business before the convention, no time restriction being placed upon the speakers.

E. L. Mitchell, of the Mitchell-Faust Advertising Co., suggested that abolishing such a powerful group as the free circulation publications might open the way for an audit bureau that would extend the acid test of worth to all advertising media. The "underhand campaign" against the free circulation publication was attacked by Stanley Latshaw, but over a dozen speakers opposed them, and the issue was dedcided by a vote of 772 to 107.

The question of what was to be done with the present members of the A. B. C. with free circulations will be taken up at the next meeting of directors this month. It is generally believed that the present members will be given a limited amount of time to conform to the new by-law or withdraw.

Treasurer's report showed the A. B. C to be in the best financial condition in its history, with excess earnings over expenses, including an advertising appropriation for the year of $32,052.

Legal Tangle Over London Paper Ended

The legal tangle involving the London Advertiser is said to have been settled at a conference at Toronto, October 28, when T. H. Purdom, K.C., president of the Advertiser company, compensated W. F. Herman, proprietor of The Border Cities Star, Windsor, and The Saskatoon Daily Star, for damages consequent upon Mr. Purdom's inability to deliver the London property to Mr. Herman in accordance with the deal arranged. The initial purchase price was returned to Mr. Herman at the same time. According to a despatch appearing in one of Mr. Herman's papers, "this means that the London paper will pass to an organization of which Harry B. Muir, at present vice-president and managing director of the paper, is the representative."

LAY-OUT AND DESIGN IN PRINTING

3.—Treatment of Margins

By Harry L. Gage, Assistant Director of Linotype Typography, Canadian Linotype, Limited

WHEN one strolls forth of a pleasant Sunday afternoon to admire the works of Mother Nature, and criticise the efforts of his fellow men, he is perhaps casually critical of the buildings along the way. A house here, a civic or pleasure structure there, may attract especial attention with fine design and setting. Perhaps another structure may be equally well designed, but lacking in effective placing with surrounding lawns and shrubbery. And if the factor of surroundings leads one to watch for its influence it will be found vital to the success of any architectural plan.



FIG. 7.
The margin as a narrow frame of white

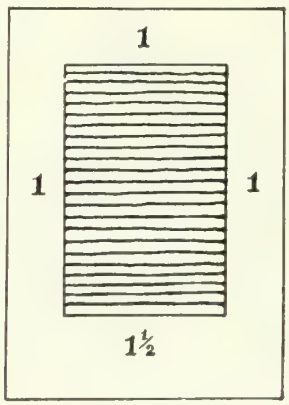


FIG. 8.
Type page centered on a single leaflet.

So, if we give thought to the placing of a building on its plot of ground, we cannot fail to find it analogous to the determination of the space which is to surround our printed page.

Under one condition alone is there an entire absence of margins. When the printing is so planned that it runs off the edges of the page or sheet it is "bled," a murderous term (without an accepted trade synonym), which must have been derived from the use of a "guillotine" to trim the paper. A poster, a "bleeding" all-over design, or a general flat tint may leave no consideration of blank marginal edges.

The simplest margin is a framing edge of paper such as might surround a leaflet, a cover, or any other single rectangle of paper. Such a margin is frequently even in width on all sides when it is narrow, as in Figure 7. When the marginal area is greater, as in Figure 8, the top and sides may be equal and the bottom slightly wider. This effect of suspension from the top of the page is partly a matter of pleasing proportion in the margins and further due to a traditional division of such spaces. For comparative illustration, study the proportions of a well-designed door.

When a sheet of paper is folded, the crease divides it into two facing pages, and immediately a new condition arises with respect to the placing thereon of two groups of type. If the margins are established as in Figures 7 or 8, with the mistaken thought that the crease forms an edge of the page, then the result will resemble Figure 9, an unacceptable margin scheme. The doubling of the outer margins at the fold or crease produces a wide band of white larger than any of the remaining margins, which so separates the two type pages that they seem to have nothing in common and cease to be unified parts of the whole scheme.

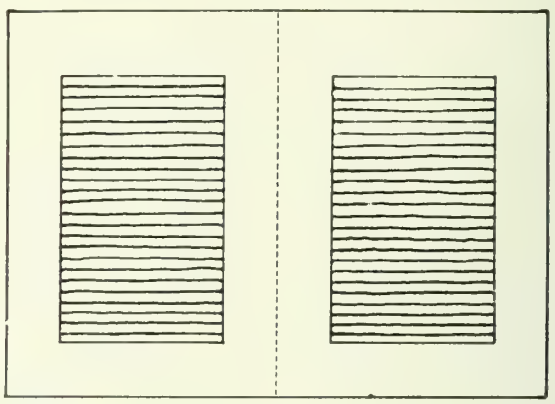


FIG. 9.
Incorrect margins resulting when each half of a folded leaf is treated independently.

Since Figure 9 is unsuccessful, the two type pages must obviously be brought closer together. The fold cannot be considered as a definite boundary, but the two facing pages must be considered as a unit, allowing for such loss of margin in the center as may occur when the binding is done. It is then found that the outer margins and the double inner margin must be harmoniously related, a typical arrangement being shown in Figure 10.

There are no mathematical formulae for the determination of margin schemes. But if the designer fears to trust to his

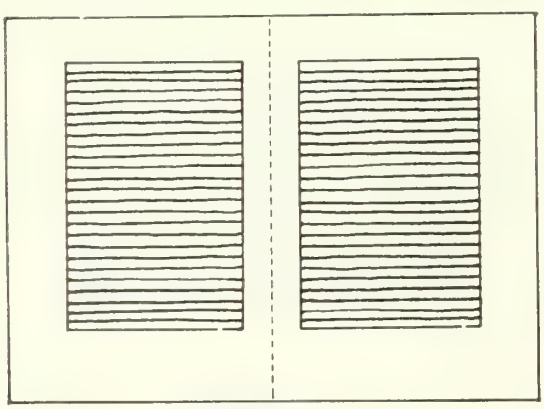


FIG. 10.
Typical book margins

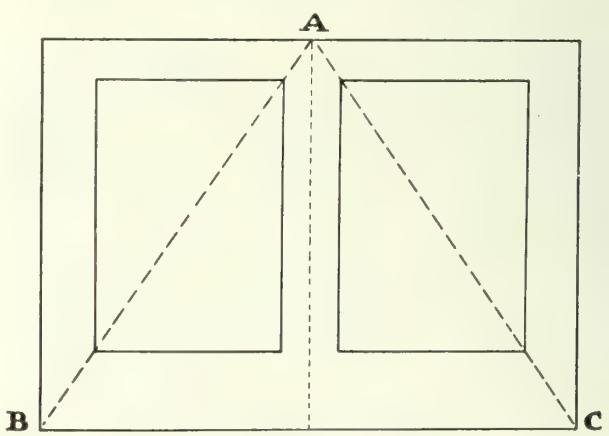


FIG. 11.
Margins formed on the diagonal.

taste and judgment, the method shown in Figure 11 may be followed. There the lines AB and AC are the diagonals of the facing pages. Any type page whose corners fall on the diagonal will be at least in proportion with the paper page, which helps to keep the resulting margins harmonious.

In all pleasing arrangements of book margins it will be found that there is a regular progression of widths, beginning with the inner margin, the head being slightly wider, the front next, and the foot widest. In the case of an 8" X 11" catalogue, for instance, the widths might be 5 picas inner margin, 6 picas head, 7½ picas front, and 10 picas foot.

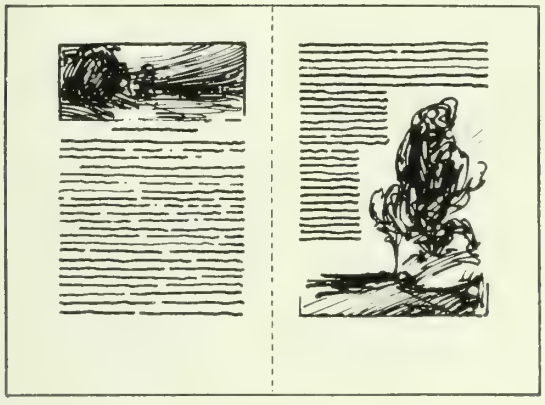


FIG. 12.
Illustrations kept wholly within the type-page limits.

The introduction of a running title in the side margin of course affects the width of the margin. Similarly a running head or title at the head of the page will establish the top of the type page, if it be a full line, or it may be necessary to treat it as placed partly in the margin if the line be merely a short word or two.

With type alone, the margin treatment of any one book or booklet is a matter of careful selection and uniform adherence to the scheme chosen. The introduction of illustrations often complicates the problem. But if the marginal plan is so emphasized that it dominates the general effect of the book, then the illustrations become merely so many masses which will relieve the monotony of unbroken type pages, lending interest and attraction to the whole. In Figure 12 illustrations are indicated as confined to the limits of the type page.

To secure variety in the illustrated book, illustrations may extend into the marginal space as vignettes or as pleasingly planned irregular shapes. In this case it is particularly important to retain the general effect of the basic margins by continually emphasizing the contour and position which the normal type page would possess if it were not replaced by the

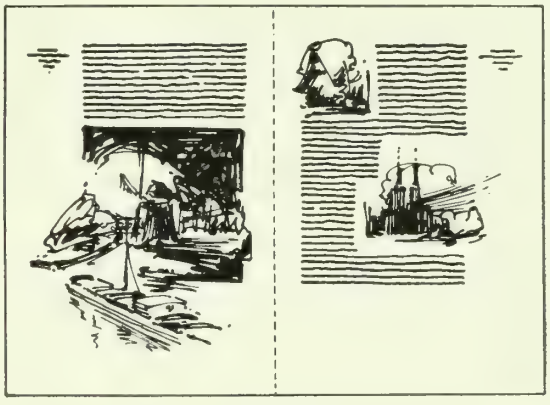


FIG. 13.
Illustrations adapted to type page by using the margin space.

illustration. This is done by shaping corners and masses, keeping all the important elements of the pictures within the type space. This treatment has been indicated in Figure 13.

Occasionally it is possible to design a book with one margin treatment for type and another for illustrations, the latter in such a case being usually just within the limits of the paper page, with perhaps a tint or border around the type.

But for any book or pamphlet successful margin treatment consists in the adoption of a pleasing scheme for a typical page and the careful retention of that scheme throughout the work.

Select Half-tone Screen to Suit Paper

THE printing surface of an ordinary half-tone plate consists of a succession of elevated dots or points alternating with depressions. The elevated points carry the ink to the paper while the depressions are free from ink and therefore leave white spaces on the paper.

The number of dots per square inch is determined by the fineness of the screen used in making the photographic negative on the metal plate.

Obviously a very fine screen half-tone cannot be printed to best advantage on a paper of coarse grain and rough texture. And a coarse screen cut cannot be effective when printed on highly enamelled stock. In the former case the fineness of the engraving results in a blur of ink upon the sheet. In the latter case the hard, smooth surface of the paper emphasizes the mechanical coarseness of the plate.

For example, a half-tone cut as fine as two hundred screen can be printed on a high grade art paper, resulting in the most exquisite delicacy and refinement of feeling. The same design printed on the same paper from a half-tone cut of sixty line screen will result in a "dizzy" picture with practically no sharpness of detail.

On a supercalendered book paper the two hundred line cut will print a blur, if not an actual blot. The sixty line cut printed on the same paper will be distinctly clearer and sharper in detail than was the sixty line cut on the enamelled paper.

The two hundred line cut will scarcely be printable on ordinary newspaper stock, while the sixty line cut will show to excellent advantage.

Between these extremes there are innumerable possible combinations of paper and of cuts. And the buyer of printing must not expect his printer to produce uniformly perfect results on any booklet, catalogue, folder, pamphlet, circular or broadside unless all cuts are proper screen for the particular kind of paper on which the job is to be printed.

Allowances may, at times, be made for differences in the subject-matter and the character of the originals from which the engravings are to be made. A dainty face, a piece of silken fabric or a delicate flower may possibly justify the use of a finer screen cut than an iron casting, an automobile body, or a steam shovel, even though all pictures are to be printed on the same grade of paper.

For all ordinary purposes the following table may be taken as a safe guide to follow in ordering half-tone cuts for use with various grades of printing paper:

For Fine Enamelled Book Papers	150 to 175 Screen.
For Dull Finish Stock	120 to 150 Screen.
For S. & S. C. Stock	100 to 133 Screen.
For M. F. Book	100 to 133 Screen.
For Bond and Ledger Paper	85 to 100 Screen.
For News Print	65 to 85 Screen.

When in doubt use a coarser screen rather than a finer screen.

CROSS-CANADA NEWS

Ontario

H. A. Wilson, formerly Montreal editor of Canadian Machinery, has been appointed editor of the Belleville Daily Intelligencer.

The Lindsay Post has purchased a twelve-page Duplex flat-bed press to supplant the eight-page press that has been in use for printing the paper.

Carl J. Kane, formerly of the staff of The Kingston Daily Standard, is now managing editor of The Times and Journal of Lakewood, N.J., having accepted that position following the reorganization of the company controlling the paper.

Rev. Lewis T. Kipp, city editor of the Montreal Star, will be the new editor of the Canadian Baptist, a position which has been vacant since the death of Rev. Dr. McKay last spring. Mr. Kipp's appointment was made at the Baptist convention of Ontario and Quebec, in session in Toronto.

W. H. Wright, for the past four years secretary and treasurer of McCaskey Systems, Limited, Galt, Ontario, has been selected as general manager for the English factory of the McCaskey Register Co., at Watford, England. The plant in England has been in operation for the past fourteen years under the management of Rutherford Lumley, whom Mr. Wright succeeds on November 15th.

A. V. Nolan, who recently sold the Uxbridge Journal to A. J. De Carle, of Toronto, has purchased the Stouffville Tribune from Wm. Marr. Mr. Nolan previously owned the Uxbridge Times, the Northern Advance, at Barrie, and was also partner with Wm. McDonald, ex-M.P., in publishing the Chesley Enterprise. He proposes to procure a new building for the Tribune plant and has decided to settle in Stouffville permanently.

Robert A. Hutchinson, for the past four and a half years city editor of the Woodstock Sentinel-Review, left recently with his family for Vancouver, where he will resume the advertising business which he carried on there previous to the war. On the eve of his departure, Mr. Hutchinson was the recipient of a number of gifts and addresses. On Saturday afternoon he was waited upon by a delegation representing the city council, the board of trade and the business men of the city and presented with a well-filled purse of money. Mayor Paul and Secretary Sikes of the board of trade expressed the great esteem which Mr. Hutchinson was held in by the organizations represented and wished him success in the West. In the evening the Conservative Club room was well filled, when the members presented Mr. Hutchinson with a gold fountain pen, gold cuff links and an eulogistic address. The third presentation came from the employees of the Sentinel-Review and Rod and Gun of Canada, the departing editor receiving a beautiful club bag. Mr. Hutchinson is a native of Oxford County and taught school previous to taking up newspaper work.

In the course of a brief address at the Rotary Club recently, Mr. J. O. Herity, manager of the Belleville Chamber of Commerce, referred to the failure of many newspapers in the smaller cities in Ontario and the consequent amalgamation of competing dailies. He regretted that so many of the cities had now only one paper, and said that while this might be good from a commercial point of view it was not a good thing for the city. "These papers," he said, "profess to be independent, but their independence deteriorates into a spineless neutrality. What we need in a newspaper is local leadership." Mr. Herity touched a vital spot. He might have added that what newspapers need above all is conviction. No editor can have convictions or even opinions on any great national question who tries to please both sides. Of course, he need not deal with a controversial question except in a general way, but in that case he might as well leave the matter alone, or fill his editorial columns with editorials from real newspapers on both sides. The tendency of these hybrid journals is to become mere advertising sheets, and as such they are not good mediums because they will lose their interest among the reading public. All hybrids are sterile, and hybrid newspapers are an abomination unto the Lord. — Belleville Intelligencer.

Quebec

The first of a series of movements to popularize the Ancient Capital and the Province of Quebec took shape and form recently when a party of American newspapermen, mostly sport writers, arrived in Quebec after a trip under the auspices of the Canadian Pacific Railway. The first party, which is to be followed by others each year, spent a delightful time in the city.

The sessional meeting of the Quebec Press Gallery was held Oct. 26 and resulted in the election of R. Holmes Parson, of the Montreal Star, president; Irenee Masson, of L'Action Catholique, as first vice-president; E. E. Donovan, of the Quebec Telegraph, second vice-president; Alonzo Cinqmars, of La Presse, as secretary, and Herve Lapierre, of Le Canada, as librarian.

The Quebec Chronicle, morning English newspaper, which was formerly controlled and practically owned in full by the late Major-General Sir David Watson, has been sold in accordance with the provisions of the latter's will. The purchasing interests, which comprise a group in which is said to be Sir William Price, are reported to have completed the deal a few days ago. The Chronicle has been a Conservative organ for years, but it is understood it will now be independent.

C. Howard Smith, president of Howard Smith Paper Mills, Limited, has left for an extended trip to the Far East. He will first visit the business centres of China and Japan and later proceed to Australia and New Zealand, stopping at the Philippine Islands on the way. The company has established an excellent market for its products, particularly in Australia and New Zealand, and Mr. Smith plans to spend a month in those two countries. Besides its agencies there the company also has representatives in such centres as Hong Kong and Shanghai. Mr. Smith expects to return home in February.

Announcement has been made of the sale by the New York Times to The Montreal Gazette of the newspaper publication rights of the Lloyd George Memoirs for the entire Dominion of Canada. Competition for the Canadian rights of publication was exceptionally keen, the Times having been in receipt of offers from one or several newspapers in each important city in Canada. It is understood that the New York Times paid $200,000 for the newspaper publication rights for North America, the Chicago Tribune taking a half-interest, and the two papers dividing the United States territory between them for syndicate purposes.

C. F. Goldthwaite, director and treasurer of R. Sykes Muller Advertising Agency, has resigned to join the Advertising Service Company, Montreal, as account executive. Since his arrival in Montreal ten years ago, Mr. Goldthwaite has been associated with a number of Canada's largest commercial houses in the preparation of their advertising. His previous connections include the Consolidated Advertising Agency, the Canadian Advertising Agency and R. Sykes Muller, Limited. Mr. Goldthwaite's earlier training was in newspaper work. He was at one time with the Toronto Mail and Empire and later with the Ottawa Citizen.

Continued on Page 46

Our Type Sales Have Increased

THE SELECTION OF TYPE is one of the most important items of purchase in a printing plant. More time is lost—and time is money—through the deficiencies of poorly made type than by any other cause. Type made by inexperienced workmen on inferior machines cost too much money even if the type were given you. Time lost in make-ready. Pied forms and trouble in handling is too expensive.

OUR TYPE SALES HAVE INCREASED because we give the printer the up-to-date face combined with the TOUGHEST METAL TYPE which money can buy.

Write for our Latest Prices and Specimen Sheets.

SELLING AGENTS FOR

GOLDING JOBBERS
GOLDING CUTTERS
ROSBACK STITCHERS
HAMILTON WOOD GOODS
HALL FOLDERS
DE LUXE SAWS

Stephenson, Blake & Company, Ltd.

WM. HAMILTON, Manager **130 Wellington St. West, Toronto**

Rebuilt Machinery by H. J. Logan

Hickok Style 3.0-A—Double Beam Striker Ruling Machine 44 inch between rails, 38 inch cloth width—with Gear Speed Reducing mechanism and Electric Motor attached. 1 1-2 Lay Boy.
Brown No. 135—"TOGO" Book and Catalogue Folding machine, 5 folds 11 x 14 up to 33 x 45 inches in size sheets.
Brown, No. 351—New Model Jobber Folding machine for Book, Catalogue, Periodical and Newspaper Folding, with 8 page trimmer, 18 x 24 up to 39 x 54 inches in size sheets.
Dexter 189-A.—Book and Catalogue Folding machine, 6 folds, four at right angles and one parallel to 2nd and one parallel to 3rd. 12 x 16 up to 35 x 48 inches in size sheets, with Cameo Auto Feeder attached.
Dexter Book and Catalogue Folding machine, 5 folds, four at right angles and one parallel to 2nd. 16 x 20 up to 38 x 52 inches in size sheets.
Dexter Periodical and Newspaper Folding machine, 4 right angle folds, 16 x 22 up to 38 x 46 inches in size sheets.
Dexter Book and Catalogue Folding machine, 7 folds 16 x 20 up to 32 x 44 inches in size sheets.
Dexter—Single Fold Folding machine for Covers and Inserts, 6 x 6 up to 24 x 32 inches in size sheets.
Empire Circular Folding machine, 3 folds (Letter Fold) 6 x 6 up to 14 x 14 inches in size sheets.
S. K. White Power Paging machine with 6 wheel figure head.
S. K. White—Extra 4 wheel figure head only.
Hickok Foot Power Paging machine with 4 wheel Figure Head.
Hickok—18 inch Hand Roller Backing Machine.
Krause—CWa Power Die Cutting Press 16 x 24 inch size platen with end wood cutting block.
Krause B B Bench Lever Embossing Press with Gas Head 7 x 8 3-4. Gas Fork, and Chase.
Krause—Hand Lever Round Cornering machine with one knife.
Burton Peerless Rotary Hyphen Hole Perforator with 5 heads and one scoring head.
Logemann 2 F Power Label Die Cutting Press, 6 x 9 inch platen.
Kelton—No 2 Steel Die Embossing Press.
Crawley—Hand Lever Bundling Press.
Auto Press Co. Upright Hand Wheel Bundling Press.
Colts Armory Platen Printing Press—14 x 22 inch size with complete equipment.
Peerless Job Press 9 x 13 size. Throw-off. Power fixtures, treadle and two chases.
Logan Make Bench Punching machine on wood stand with two round hole punch heads (any size punch sets).
Tatum A-A—Bench Punching machine with two round hole punch heads and two triangle shape punch heads.
Stimpson Bench Punching machine with single round hole punch set.
Sheridan—Bench Punching machine with single round hole punch set.
Logan Make Bench Standing Press 2 rod 12 x 16 inch platen.
Westman & Baker 19 inch Bench Lever Paper Cutter.
Sheridan Auto Clamp Power Paper Cutter, 33 inch size.
Martini Thread Book Sewing machine, power, 12 x 13 inch size with 6 sewing heads.
Brehmer No. 38 1-2 Thread Book Sewing machine, power, 9 x 14 inch size, with 4 heads.
Brehmer No. 4 Power Wire Stitching machine, capacity 2 sheets up to 1-2 in. in thickness for flat or trough work.
Brehmer No. 8—Foot or Hand Power Stitching machine, capacity 2 sheets up to 1-2 in. in thickness for flat or saddle stitching.
Brehmer No. 7—Foot or Hand power Stitching machine, capacity 2 sheets up to 1-5 in. in thickness for flat or saddle stitching.
Latham Monitor No. 2—Power Wire Stitching machine for Book, Pamphlet or Calendar Stitching, table 22 x 27 1-2 inches, for flat or saddle stitching, capacity 2 sheets up to 3-8 in. in thickness.
Latham Monitor—Inverted Head Box Stitching machine, power for flat work.
Morrison Swivel Head 13 inch arm Box Stitching machine for box work.
Latham Monitor Corner Box Stitching machine for ribbon wire, power.
Roberts Model 49-A Hand Numbering machine, 5 wheels.
Cushman & Denison Hand Numbering machine, 6 wheels.
Hawkins 5 wheel Press Counter.
General Electric—Electric Motor 1-8 H.P. 60 cycle A. C.
Lincoln Electric—Electric Motor 1-2 H.P. 230 Volt D.C. with controller.
Jones & Moore—Electric Motor 3-4 H. P. 500 Volt D. C.
Taylor Washington Hand Lever Proof Press, 10 x 24 inch size platen.
24 inch Finishing Press.
Galley Rack for wall, 8 racks.
Galley Rack—for wall, 10 racks.
Edmonds—Pony Cylinder Press Roller Rack, for 12 rollers.
Edmonds Large Cylinder Press Roller Rack, for 15 rollers.
Edmonds Cylinder Press Seats, stationary or swivel.

H. J. LOGAN

Bookbinders', Printers' and Paper Box Makers' Machinery

114 Adelaide Street W., TORONTO, ONT.

Western Canada

The News, of Vanguard, Sask., has ceased publication.

J. P. D'aoust has moved his job printing plant from Prince Albert, Sask., to Gravelbourg, Sask.

Andrew King, editor and proprietor of The Enterprise, Rouleau, Sask., has begun the publication of a weekly paper at Wilcox, Sask., to be known as The News.

It is reported that W. K. Mott has leased the newspaper plant at Delburne, Alta., and is now publishing the Progress at that point.

J. B. Adams has begun the publication of the Star, at Tompkins, Sask. Mr. Adams came to Canada recently from Kansas.

D. C. Peterson, who was publishing the Raymond, Alta., Recorder, up until the time the office and plant were destroyed by fire, is now associated with the Taber Times.

W. D. Mackay, formerly publisher of the Provost, Alta., News, has leased the plant and business of the World, Sylvan Lake, Alta., from C. E. Moffet.

T. M. Marshall, lately editor and publisher of the Review at Weyburn, Sask., is now in the job printing business in Vancouver with the Point Grey Printing Co.

British and Colonial Press, Limited, of Toronto, Montreal and Winnipeg, has absorbed Ransom's Limited, of Winnipeg, the two plants in that city having been consolidated.

Norman Frost has leased the plant and business of the Gazette, Rocky Mountain House, Alta. C. E. Moffet, formerly associated with the Gazette, has accepted a position with the Saskatoon Daily Star.

The Treherne Times has installed a new Cottrell newspaper press, having built an addition to the plant for that purpose. The plant is now fully equipped with intertype, job and news presses, all new within the past three years, and claims to be among the best equipped country offices in the province.

Premier John Bracken, together with four of the provincial cabinet ministers, Hon. R. W. Craig, attorney-general; Hon. F. M. Black, provincial treasurer; Hon. Neil Cameron, minister of agriculture, and Hon. D. L. McLeod, provincial secretary, were the guests of the Winnipeg Press Club at an informal dinner at the Fort Garry Hotel, Oct. 26.

W. E. McTaggart, editor of The Vernon News, recently visited Vancouver, in company with other prominent citizens of the district, in order to promote the greater use in Vancouver of Okanagan fruit, principally apples. As a result of their efforts an "Apple Week" was put on by the business interests of Vancouver with the result that the sale of apples was very materially increased, and considerable interest was aroused in the matter of using more B. C. apples in preference to imported fruit.

Considerable activity is in evidence throughout the province of British Columbia in connection with a membership drive for the Canadian Weekly Newspapers Association. At the convention at Ottawa, in June last, Louis J. Ball, of the News, Vernon, B. C., was appointed chairman of the membership committee, and he has started the campaign by enlisting the individual efforts of the other members of the committee, and it is hoped that by the combined efforts of these several members good results will be obtained. Membership in this association is now so well understood and appreciated that very little effort is required to convince non-members of the advisability of coming in.

Louis J. Ball, of The Vernon News, with Hugh Savage, of the Cowichan Leader, Duncan, B. C., recently waited on the provincial secretary of the province, to present resolutions which had previously been submitted by the B. C. and Yukon Press Association, and on which no action had previously been taken. A very satisfactory hearing was accorded, and assurance was given that several of the matters submitted would be taken care of at the session about to commence, which would have the effect of adjusting some of the points complained of. A new "legal" rate will be authorized, while certain changes will be made in the handling of display advertising, and the announcing of government publications from time to time.

The Maritimes

Clarence Demont, of the mechanical staff of The Glace Bay Gazette, was recently married to Miss Mabel MacKeigan, for several years private secretary to J. B. McLachlan, Nova Scotia's outstanding labor leader.

L. D. Currie, for several years active in Cape Breton newspaper circles, was recently admitted to the bar of Nova Scotia, and is now in partnership with Neil R. MacArthur, K. C., Glace Bay.

R. M. Ross, of The Amherst News, while on a recent visit to Cape Breton, played over the links of the Lingan Country Club and the Highland Golf Club, and subsequently wrote an interesting series of articles on the game as it is played on the island.

H. F. S. Paisley, editor of The Sydney Record, during October spent two weeks in Sackville, N. B., coaching the Mount Allison football squad. Several years ago Mr. Paisley was the permanent coach of the college fifteen and turned out not a few winners for the garnet and gold.

Harold Cunningham, city hall man for The Sydney Record, has just returned from a vacation spent in Boston. Tom MacLean, who has been doing shipping for the season, is now on the city staff, and on November 1 will take charge of the North Sydney office. Lewis Campbell is the newest cub on The Record.

The Sydney Post, which is rejuvenating its mechanical department, recently installed three linotypes—one No. 8 and two No. 14. These will be used chiefly for straight news matter, it being the intention to retain one of the four Monotype casters, formerly in use, to provide heading and ad. type.

D. L. Dolan, sports editor of The Sydney Record, has just completed the organization of the Cape Breton Island Fish and Game Protective Association, the main object of which is to put a stop to the indiscriminate slaughter of wild life. Poaching out of season has reached such proportions on the island that certain kinds of small game are in danger of extinction, and legitimate sportsmen are banding together to assist the regular game wardens in putting the pot hunters and fishermen out of business.

Important changes in the management of The Moncton Transcript have followed the death of John T. Hawke, who for 30 years was editor and proprietor. Miss E. F. Parlee, manager for many years, has retired from active business supervision and will probably spend some time touring Europe. She is succeeded as manager by her brother, W. K. C. Parlee, and Harry Lodge has been added to the business staff. Arthur B. Branscombe, former news editor, is in charge of the editorial end, and the reportorial staff has also been expanded, the latest recruit being W. A. Hutchinson, son of the chief of police.

Numerous changes have taken place recently in the editorial staff of The Sydney Post. P. D. MacNeil is now holding down the night desk. Gordon Fogo and George Ross, who were on the city room staff for the summer, have gone back to their studies at Dalhousie, Halifax. Jack MacNeil, reporter, has joined the local staff of The Halifax Herald. Jimmy McMullin, veteran Cape Breton news writer, has been transferred to the city staff after several months covering New Waterford for The Post and The Glace Bay Gazette. Roy Duchemin, son of managing director, H. P. Duchemin, has become a reporter with the idea of learning the business from the ground up.

Francis MacDougall, believed to be the only linotype operator in Eastern Canada who could set English or Gaelic with equal speed and accuracy, has left The Sydney Record to take a position on a Boston daily. The Record has temporarily suspended its Saturday Gaelic department while another Scottish operator is brushing up his Gaelic sufficiently to take it over. At one time Sydney boasted the only Gaelic newspaper—Mac Talla—in the Empire, but this suspended some years ago, and since then only occasional bits of Gaelic have appeared in type until The Record adopted it as a regular feature. There was an immediate circulation response, because in the towns the love of the old language is still strong; and in the country districts there are numerous Gaelic villages where many of the older people have very little English.

An Announcement

of interest

To the Craftsmen of Canada

IN INTRODUCING ourselves and a few of the lines we carry—lines that represent the latest achievements in their application to the Graphic Arts—we'd like to tell you a little about our idea of service.

The spirit of service, as we see it, is nothing more than the spirit of business; or, as the Rotarians say "He Profits Most Who Serves Best." Realizing this we follow a definite policy of service that takes care of your requirements promptly and efficiently. Our showroom stock perhaps illustrates the point better. At least one each of the machines we handle can be seen at any time in full operating order. In addition, we carry full stocks of additional parts ready for shipment. And remember this, too, the service we offer doesn't end with the shipment of goods---that's but a beginning.

Just one other thing—that's Price. We believe you'll be agreeably surprised at the prices we set but—and here again is our definite policy—"Quick Turnovers at Small Profits." You'll admit that we live up to it.

Our connections with the leading manufacturers of machinery, equipment and supplies, enable us to fully equip modern printing, bookbinding and box-making plants.

SOLE DISTRIBUTORS

For the Composing Room

Vandercook Composing Room Cylinders, four sizes.
Challenge Proof Presses.
McGreal Combination Chases.
Challenge Labor-Saving and Mammoth Iron Furniture.
Challenge Pressed Steel Galleys
Challenge Rigid Rim Galleys
Challenge Galley Storage Systems.
Challenge Plate-Mounting Equipment.
Wilson Adjustable Iron Blocks.
Challenge Newspaper Bases and Cabinets.
Challenge Stereotype Bases.
Challenge Quoins and Keys.
Challenge Type-High Gauges.
Jones and Challenge Galley Locks.

For the Pressroom

Hartford New Series four roller Platen Presses.
National three roller Job Presses.
Hartford Cutting and Creasing Presses, three sizes.
Lee Two-Revolution Presses.
Stonemetz Two-Revolution Presses.
Hartford Electric Heater for Hot and Cold Embossing.
Hoerner Type-High Machines.
Vandercook Gordon Press Vibrator.
GAM Variable Speed Job Press Motors.
Challenge Ink Spades.

For the Bindery

Diamond Power Paper Cutters.
Advance Lever Paper Cutters.
Latham Monitor Wire Stitchers.
Monitor Punching Machines.
Monitor Perforating Machines.
Monitor Corner Cutting Machines.
Monitor Tab and Indexing Machines
Monitor Paging and Numbering Machines.
Monitor Creasing and Scoring Machines.
Monitor Embossing Machines.
Monitor Standing Presses.
Monitor Job Backers.
Mentges Folding Machines.
Mercantile Addressing Machines.

CARRIED IN STOCK

Telephone: Adelaide 2490

Graphic Arts Machinery LIMITED

Walter T. Johnston
Manager

366 Adelaide Street West, Toronto

THE PAPER BOX INDUSTRY

Work Shop Efficiency and Economy

Proper Instruction to Employees in Each Department Essential to Success

PROPER instructions for employees will contribute very materially towards making your department a success. Foremen and forewomen of paper box manufacturing plants cannot afford to ignore the benefits of proper instructions.

Your instructions will indicate whether yours is an old-fashioned shop with rule-of-thumb methods or an efficiently managed shop.

Give a new employee a card of rules, first reading them over to him so that he understands them fully. Caution him about smoking and emphasize to him the disastrous results from fires. Request him to note carefully all the rules in regard to avoidance of accidents.

A new employee usually feels strange when he commences, such feeling of strangeness sometimes leading to his not coming back after the first morning. It is important that the feeling of strangeness be counteracted. Commence by treating him with courtesy and friendliness. Give him a personal introduction to a few of his fellow employees. Show him the conveniences, the lunch-room, cloak-room, tool-room, etc. Give him a little interesting information about the plant and its product, so that he will see that his work is necessary to the finished whole. Try to strengthen in him the feeling that it is in his interest to make good at his job.

With a new girl, remember that the first impression is everything. Always try to stay with her quite a while the first half day. Find if the machine is running right, and make sure it is in good working order. Send your best girl over to talk with her so as to make her feel she is not quite a stranger. When the bell rings at noon, see that she can find the lunch-room. Walk with her if necessary, and try to have things work out so that the new girl will say how sociable everybody is, instead of how "stuck up the girls are here." In this way you will be more likely to have the new girl pleased with her new position.

Arouse in the new employee (who is an experienced worker at the job) interest in his new job by questioning him as to his former job, the kind of machine used, rate of output, or by other questions of a similar nature.

The initiation of learners into their work should start at once. Let them be given the details of their work. Let them be taught the best method of procedure known to you.

Girls who have never been in a factory before should be started at turning in, flange bending and helping around staying machines, and in various other ways of that kind. In a year they become efficient, and it is surprising what places they can fit into. By that time you can start them gluing off the Stokes and Smith machines, or use them as banders, labellers, or at the glue tables. You have a girl by now whom you can fit into the ways of the factory, and provided she has been placed with competent fellow workers should develop into a good, steady, skilled worker. She knows her work and she likes her work. She can make good wages and turn out goods in proportion.

The superintendent's or forewoman's duty consists to a considerable extent in planning the work, and not in simply handing out the work and letting the workman do the best he can with very little help.

The superintendent or forewoman should study the operations of different employees, the different motions which conserve the strength of the operator, that is, the easiest and least number necessary, the quickest method of getting out the work. This should be taught the operator. The operator should be shown and then watched to see that the instructions are followed. The instructions may seem hard and difficult to the operator at first, but if really the best, when carried out will make him a far more efficient operator in a short time than any other way.

Be sure that the operator gets the right motions from the start. Bad habits are easier to make than break. Explain that the way has been tested and you must insist on it. A motion saved on each box means a great many motions saved during the day, which means time, money and less exertion. If in a reasonable time the operator cannot acquire your method, it would be wise to try the operator at something that he or she is better fitted for.

It will be harder to get new employees, who are experienced, to conform to your methods, than inexperienced ones, but if you can prove to them that your way is better, and by paying them while learning, you will gradually get them into your ways. This training will require much patience, but you will be well repaid. The operators, instead of being inefficient, will be efficient, and their efficiency will make them worth more to themselves, thus making them more contented. If the employee can show you a method better than your method. such method should be promptly adopted.

Let the employee be instructed as to the quality of work to be turned out, to take the necessary time and care on work where fineness of quality and exactness are required, and to be quick on work requiring only an ordinary standard of quality and less exactness. Let the employee be instructed as to the best method of setting up a job in his or her machine, and how to make out his or her time reports. Let the employee be shown anything pertaining to his or her work which will tend to promote the employee's efficiency.

It is wise not to overlook the younger help. Sometimes forewomen do not do all they can to bring the younger girls along, and thus miss an opportunity right at hand to strengthen the staff and increase the efficiency of the factory. Take an interest in these younger girls with an eye to the future.

When an inexperienced boy or girl is taken into the factory the foreman or forewoman should keep an eye on the young worker for a few days. Perhaps the newcomer is clumsy or timid at first. Have a little patience. If after a fair trial at one job no progress is shown, change the beginner to something else and try again. You will generally find they will take hold of something with enthusiasm and natural aptitude if you keep trying them out, whereas, if they are left in a position where they feel awkward they lose heart, and either lag behind in their training as good helpers or quit after wasting a lot of your time and their own. Show beginners just how to go about the work you put them at. Be kind and good-natured with them till they get a good start, and after they have shown they understand and can do the job, show confidence in them and encourage them by a word or two once in a while. It all helps. A spirit of good-will and harmony in a shop is developed, and the newcomer becomes a loyal "booster" for you instead of a "knocker" and a "slacker."

Plan out each job in advance before handing it out. Have at hand everything the operator requires so that the operator can start at once.

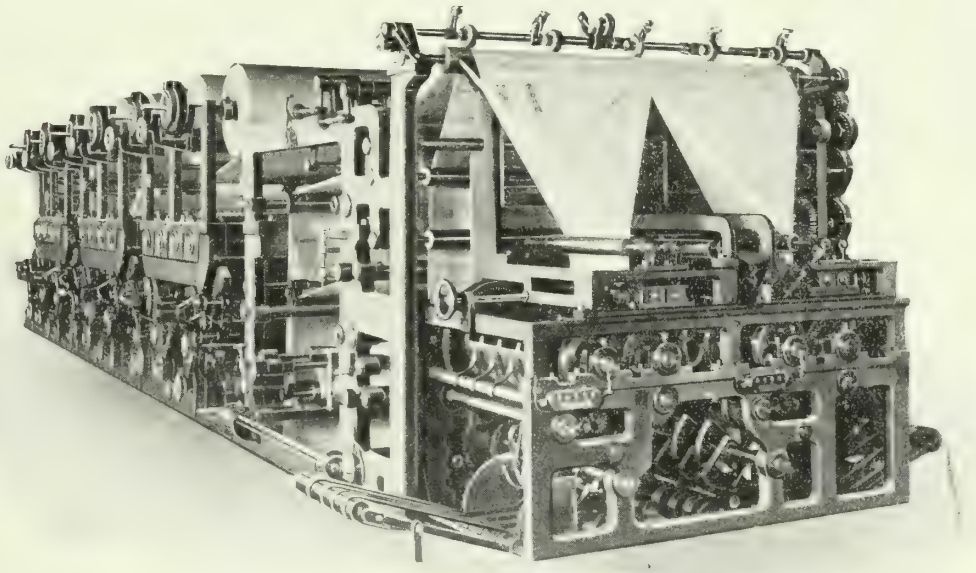
Give exact instructions, and such instructions, as far as possible, should be in writing, as to the work, quantity, how it is to be done, and if possible the time in which the job should be completed, also specify, if it is a piece-rate job, the piece-rate on the job.

Printed order forms to fill in by hand when an order is given save a great deal of trouble. You, perhaps, have heard an order given out verbally something like this: "Take a hundred

The Duplex Sextuple

Tandem Arrangement

HIGH-SPEED UNITS STRAIGHT-LINE WEBS FLYING PASTERS



Capacities—4, 6, 8, 10 or 12-page papers delivered one section from two folders;
14, 16, 18, 20, 22, 24, 28, 32, 36, 40, 44 or 48-page papers delivered two sections from one folder.

Unit Low-Down Design

Built in Quad, Sextuple, Octuple and Augmented Sizes
Tandem or End-to-End Arrangement.

More prompt deliveries than have hitherto been possible are now offered on these large presses, due to greatly increased factory facilities.

Originated — Developed — Patented

by

Duplex Printing Press Company

Battle Creek, Michigan

San Francisco Office
Chronicle Bldg.

Chicago Office
536 Rush St.

New York Office
World Bldg.

of Blank's boxes and lids, trim so-and-so, and label with such-and-such."

The result of a verbal order of this kind is often unsatisfactory. A mistake is made through misunderstanding, wrong interpretation, faulty hearing, or bad memory. The work goes through with the wrong edge or the wrong label. The foreman proceeds to call somebody down, and in nine cases out of ten, a dissatisfied employee is the result. The employee tells the other employees, thus disturbing the harmony which you are endeavoring to cultivate in the factory. A printed form upon which to write the details of the order saves friction. Then you have a definite memo of the order given, to clear up any question which may arise in respect to the order and to check forgetful memories.

Instruct employees to report at once when they run out of work, although this should not occur if work is planned ahead.

Many improvements in the system of operating factories have originated with the rank and file workers. Always be on the lookout for suggestions. Encourage your helpers to make suggestions. By encouraging helpers to make suggestions you will get ideas that will assist in getting out good work and in finding short cuts to greater daily production. Be original yourself.

Offer your suggestion to the boss when you have a new idea to submit. Your idea may cover only a small item, but it at least shows that you are doing some thinking. It may be that you have hit upon a better way to keep records, or an easier way to make a box, or some way to keep the stock off the floor, or a new way of routing the work through the factory.

Press Feeder's Safety Device

IN THE September issue of PRINTER AND PUBLISHER, we reproduced a cylinder press production chart showing an industrial engineer's idea of how much of the time now wasted in the cylinder pressroom could be turned into productive time, when the printer reaches the point of applying *manufacturing* methods to his business.

Our attention has been called to another step in cost reduction, this time in the making of folding boxes. For many years cylinder cutting and creasing presses have been manned by three and four operators; pressman, feeder, fly-girl or boy, and stock handler,—the pressman and stock handler usually looking after two or three presses.

In the development of modern operating economy for the cutting room four vital eliminations had to be considered:—

1—Unnecessary payroll expense.
2—Frequent stops to remove "lifts."
3—Convenience for pressman and feeder.
4—Protection of the cutting form when not actually cutting and creasing.

To accomplish these eliminations it was necessary:

1 and 2—To design a full automatic delivery that would deliver cut and scored sheets in truckload piles, accurately jogged for stripping.

3—To reduce make-ready time to a minimum by building an easily accessible machine.

4—To make it possible to trip the cylinder when the feeder misses a sheet, just as a printing press cylinder is tripped to prevent printing on the packing, thus preventing the cutting rule from coming in contact with the steel jacket when not actually cutting.

On the latter point it is said that 30% has been added to the life of the cutting form, and one manufacturer of a widely known carton reports a run of 1,000,000 sheets of 43 x 60 stock, 30 cartons to the sheet, without replacing the form.

On the modern type of cutter and creaser a higher rate of speed is possible, and this together with the automatic delivery and quicker handling in make ready, tends to increase production without adding to the work of the operators.

The necessary rigidness of impression and accuracy of bed-driving mechanism were arrived at after a series of tests covering the entire field of present day types of press construction, and that the selection was a fortunate one is evidenced by the fact that the first 45 carton manufacturers to adopt the designs of one press builder represent a financial responsibility of more than $31,000,000.00, an average of $700,000.00 per plant.

Dependable Machinery

Besides a practically complete line of Paper Box Machinery, we manufacture all kinds of Rotary Cutters for Bookbinders' and Card Cutters, and also a line of Shipping Container Machinery for both fibre and corrugated boxes.

If you are interested in converting board and paper, write us first about your requirements.

JOHN T. ROBINSON COMPANY

HYDE PARK, MASSACHUSETTS

Chicago Office:
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Rebuilt Machinery
Printing Lithograph
Bookbinding Box Makers
REPAIR REBUILD INSTALL

REBUILT MACHINES

0006—8x12 W. & B. Gordon.
0024—8x12 C. & P. Gordon.
3081—14x22 John Thomson.
3082—John Thomson Laureate.
3063—11x17 Autopress.
0023—Latham Power Punch.
0011—10" Rosback Perforator.
0021—20" Rosback Perforator.
0007—Brehmer ½" Power Stitcher.
0022—Brehmer ½" Treadle Stitcher.
0019—10x15 W. & B. Gordon.
3124—36x48 Imposing Stone.

REBUILT MACHINES

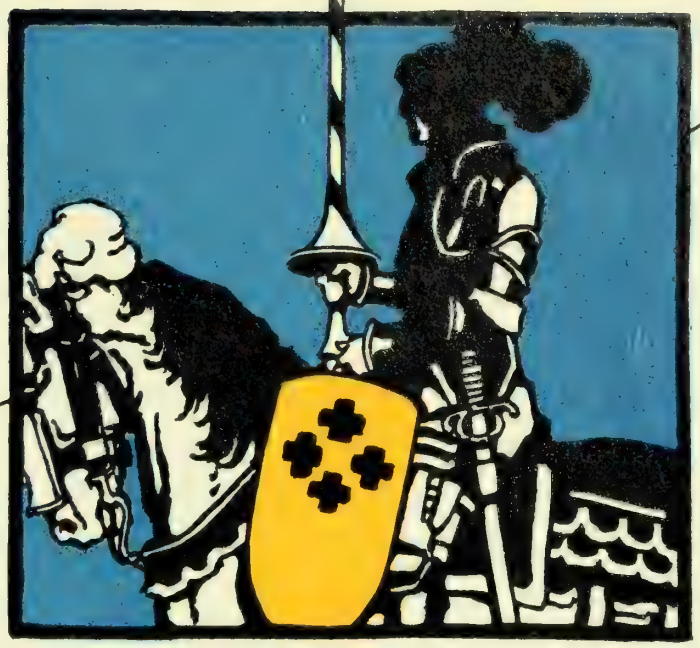
3086—50" Brown & Carver Automatic Paper Cutter.
3101—Kelly Automatic Press.
3073—Pony Campbell, bed 23x28, trip, front fly.
3078—Cranston Drum, bed 24x30, rear tapeless delivery.
3070—Taylor Drum, bed 22x28½, not rebuilt, bargain.
3072—2-Rev. Campbell, bed 37½x50, front delivery.
3065—Wood & Nathan Automatic Metal Furnace, nearly new.
3079—King Embossing Press.
3062—Perfection Ruling Machine, 2 Beam Striker, 44" rail, 38" cloth, with Simplex Feeder.

Printers' Machinery Co., Limited

451 King Street West,
TORONTO

Phone Adelaide 3323
Night Parkdale 2026W

HERALDRY



TYPICAL of their owner's character and personality were the devices borne on the shields of old-time knights.

In like manner, the "R-Shield" Watermark, woven into every sheet of Superfine Linen Record, typifies the preëminent standard of excellence of this aristocrat among Canadian bond and ledger papers.

Superfine Linen Record was awarded the Bronze Medal, Antwerp, 1885; Highest Award, Chicago, 1893; and the Grand Prix, Paris, 1900.

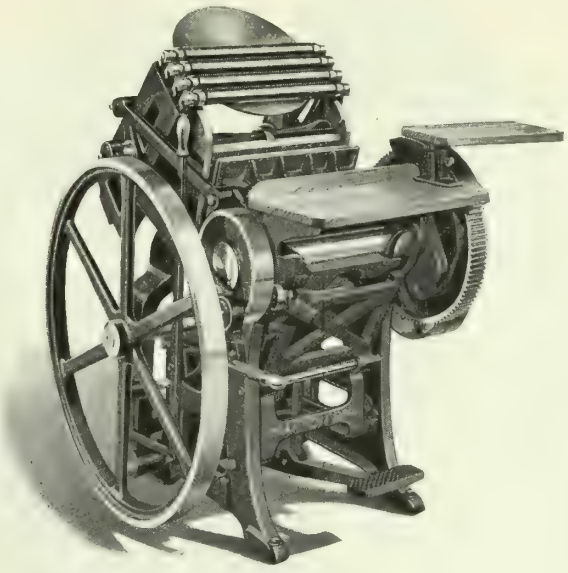
THE ROLLAND PAPER COMPANY LIMITED
Montreal, P. Q.

MILLS AT SAINT JEROME, P. Q., AND MONT ROLLAND, P. Q.



SUPERFINE LINEN RECORD

Superfine Linen Record, Substance No. 24



Improved Features: Four rollers running independently of each other, built to give better ink distribution than any other Gordon Press. Heavy, rigid construction, quiet-running, high speed. New features: Foot brake, motor stand and full width fountain.

Manton Bros. New Gordon *Approved*

CANADIAN printers have placed their stamp of approval on our new Gordon press. Many have already been sold and users are one and all extolling its merits. It possesses exceptional features. Investigate this Canadian-made press before making your next purchase.

MANTON BROS., Toronto

Prompt

ROLLER SERVICE

City: **Phone, Main 3368**

Out of Town Orders Given Immediate Attention

You know by experience the results of delay in ordering winter rollers. Let this be a reminder to **order now.** Our truck is ever-ready for city service. When you order your rollers from Manton Bros., quality and service is always assured.

Specially selected raw materials and long experience are essential to the making of Good Rollers. "We Know How."

Ship Your Cores Now to

MANTON BROS., Toronto

TRADE NEWS

ADOPTS ALL-SLUG SYSTEM

The Montreal Star has adopted Ludlow typesetting and casting equipment. According to the Ludlow News the composing room is now run on an all-slug basis, the layout of matrices including 24 fonts of Caslon, 24 fonts of Cheltenham, 23 fonts of Bodoni, 12 fonts of Century, 5 fonts of Laureate and 5 fonts of Powell.

SHACKELL, EDWARDS FORM CANADIAN COMPANY

The branch factory of Shackell, Edwards & Co., Toronto, announce that they have now been incorporated as a separate Canadian concern. We understand that this is a result of their Canadian manager's recent visit to England, when his directors in London expressed their satisfaction at the steady progress of their factory here. We wish them continued success under their new name, Shackell, Edwards Company (Canada), Ltd.

GOLDING ADJUSTABLE ROLLERWAY

The Golding Manufacturing Co. have produced a device which has an adjustment for the contraction and expansion of rollers. It is called the Adjustable Rollerway for the Golding Art Jobber No. 18. The Golding Company says it is just the thing for hot weather, for cold weather, in fact, for all weather. The Adjustable Rollerway is said to increase the life of rollers and roller wheels, and also increase production by eliminating delay in changing rollers and roller wheels.

FIRST CALENDAR OF SEASON

The first calendar for 1923 to reach the office of this publication came from the Toronto Envelope Company. The dates of the calendar are in large figures, easily read at a distance. It is the kind of a calendar any one is glad to receive. It commences with the month of November.

The Toronto Envelope Co. have also just recently issued a very handy price list featuring the "Smiling Line" of "sure seal" envelopes. The price list contains a lot of useful information for envelope buyers.

JOINS CANADIAN LINOTYPE STAFF

Norman S. Maguire, who in days gone by has been employed in Miln-Bingham's, R. G. McLean's, the Toronto Daily Star, and more recently in the printing department of the T. Eaton Co., has joined the sales staff of Canadian Linotype Limited. Outside of his interest in printing, baseball has claimed a good deal of Mr. Maguire's attention, being for many years secretary-treasurer of the Toronto Senior League, and is at present one of the executive officials of that circuit. His articles in the Toronto Star Weekly on the progress of the five senior leagues all season have been very interesting to lovers of amateur baseball, and his many friends in both printing and baseball circles wish him success with Canadian Linotype Limited.

NEW GRAPHIC ARTS SCHOOL

Frederic W. Goudy and Joseph Pennell have been chosen to head a new school conducted by the Art Students' League of New York, with headquarters in the Fine Arts Building, New York City. The school will fill the useful role of instructing art students in the various methods of practical art reproduction by etching, lithograhy, fine hand colored printing, etc. No more happy auspices could be found for such a useful movement, and no more eminently qualified authorities could direct it.

The splendid achievements of Goudy have been recognized by the American Institute of Architects in their award to him of the Allied Arts Gold Medal for meritorious work in the art of typography and devotion to its advancement.

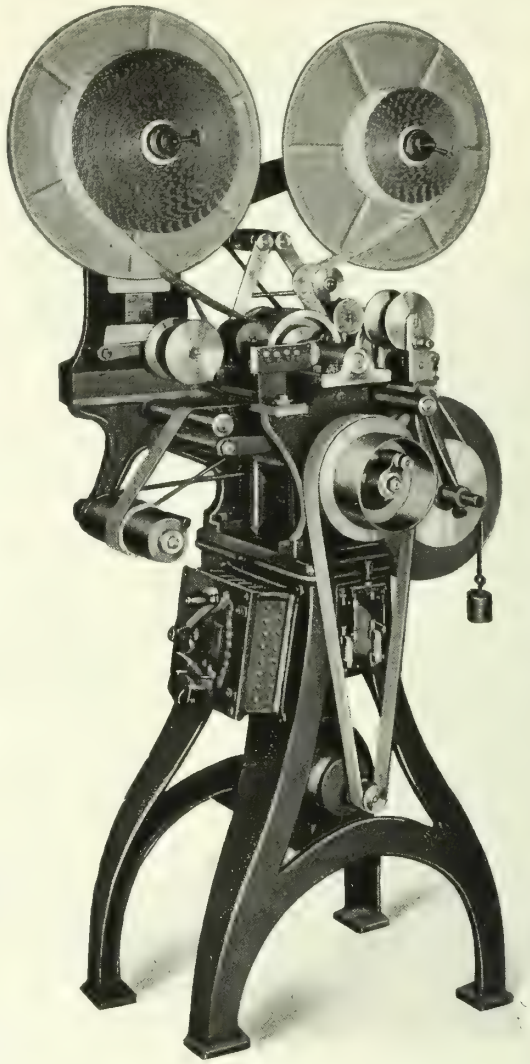
NEW GOES BLANKS ISSUED

The Goes Lithographing Company has recently added an assortment of steel engraved certificate blanks, bordered blanks, bond blanks and coupon sheets produced by the regulation bank note process to its well-known assortment of printers' helps.

Having been produced by the bank note process from entirely new and original plates, on Crane's bond paper, these new Goes designs possess richness and fullness of color and a degree of distinction that characterize crisp new currency.

All of the Goes steel engraved blanks are carried constantly in stock needled and trimmed—ready for immediate shipment.

The addition of these new steel engraved styles to the Goes printers' helps makes it possible for the printer and stationer to secure practically all of his needs for certificate, bond and bordered blank styles from stock.



This Machine Will

Reduce Your Mailing Costs

This machine prints mailer strip in rolls of about 3,000 names ready for Dick or Horton mailer at a speed of 30,000 impressions per hour, and prints proof at same speed. The Automatic Addresser prints the addresses on margin of newspapers or publications direct, makes distinguishing mark for separation of post offices, has a normal capacity of 12,000 per hour.

Once you install a Pollard-Alling Addressing system you will wonder how you ever got along without one, for it demonstrates its marvelous efficiency and economy in many ways; takes up less space and operating cost is fully 25% lower than any other system.

Write for Particulars

Pollard-Alling Manufacturing Company

220-230 W. 19th Street, New York

A New Line—

PARKDALE COVER



Made in Canada



Attractive quality and attractive price are features of this new Canadian-made Cover Stock. A trial will convince you of its exceptional merits. Stocked in ten popular colors, and white, and made in antique, ripple, plate and linen finish---single and double thickness, 20x26, 50 and 65 lb. Send for samples.

Fred W. Halls Paper Co., Limited

261 ADELAIDE ST., W., TORONTO

"SMILING LINE"

ENVELOPES

Manufactured and Stocked by Your Envelope Department

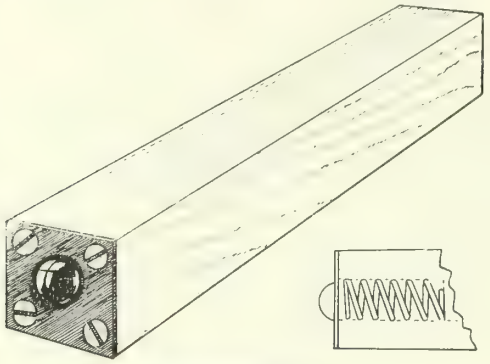
Toronto Envelope Co., Limited

11 BRANT STREET, TORONTO

The only envelope manufacturers to the trade only.

A CANADIAN INVENTION

A very useful galley-locking device has been invented by J. L. Pepper of Toronto. It consists of a square piece of wood with a steel ball partly protruding by the force of a spring. The illustration plainly depicts the construction of the device. In use the lock is forced down into the galley at the foot of the



New Galley Lock Invented
By J. L. Pepper, Toronto

type and held firmly in place by the pressure of the steel ball upon the side of the galley. The locks are manufactured by the inventor and are made to any lengths desired.

The new galley lock is simple and convenient. Its merits entitle it to a place in every composing room. Patents have been applied for by Mr. Pepper in Canada and foreign countries.

PURCHASE BABCOCK MACHINES

Lever Bros., Toronto, widely-known soap manufacturers, have purchased a No. 12 Babcock Automatic Piling Cutter and Creaser. The Harris Lithographing Co., Toronto, and the Royal Paper Box Co., Quebec, have both purchased the same type of machine in No. 7 size. The machines were purchased from Miller & Richard, Toronto, exclusive Canadian agents for the Babcock Printing Press Manufacturing Co. The sale of these presses is particularly notable; they are of the latest improved models and emphasize the Canadian preference for up-to-date equipment.

A NEW SUPPLY HOUSE

Graphic Arts Machinery Limited is the name of the new printing machinery and supply house which has recently entered business in Canada with headquarters in Toronto. The address of the firm is 366 Adelaide Street West. W. T. Johnston is vice-president and general manager. Mr. Johnston was manager of Westman & Baker, Limited.

Graphic Arts Machinery aim to carry a complete line of paper box machinery, composing room, press room and bindery equipment. The concern is capitalized at $200,000 with $50,000 paid up.

PNEUMONIA CLAIMS MILLER COMPANY EXECUTIVE

Emil A. Foht, Chief Engineer of the Miller Saw Trimmer Company, Pittsburgh, died Sunday, October 7th, of pneumonia, after an illness of three days.

Mr. Foht was born at Erie in 1881. He joined the Miller Company about three years ago in the capacity of Chief Engineer, establishing himself at once as a competent and highly efficient executive.

To his skill and earnest co-operation in working out the mechanical details, may be accredited a liberal portion of the perfection attached in the initial performance of the Miller High-Speed Press, a new automatic job cylinder press recently introduced to the trade by the Miller Company.

THREE NEW CANADIAN BOND PAPERS

Three first class bond papers have just been produced by the Canada Paper Company, namely: Canada Bond, St. Lawrence Bond and Burmese Bond.

Canada Bond is produced in white, pink, azure, green, corn, canary, blue and golden rod shades. St. Lawrence Bond in white and Burmese Bond in blue and white.

A sample book showing each of these bonds has been issued by the makers of these Canadian-made papers. If you have not received one of these books you are advised to write for one. It contains the numbers, sizes and weights of each of the papers and should be kept for handy reference.

Classified Advertisement

SECTION

TWO CENTS A WORD, Box Number as five words; minimum charge is $1.00 per insertion, for 50 words or less, set in 6 pt. type. Each figure counts as a word. Display ads., or ads. set in border, are at the card rates.

MACHINERY FOR SALE

GOSS "STREIGHT-LINE" 16 PAGE ROTARY IN EXCELLENT condition. Full Stero equipment. This will sell quickly. Address Box 860, Canadian Printer and Publisher. P. 9 P.

UNIVERSAL PRESS FOR SALE IN GOOD WORKING CONDITION. Extra chases and extra rollers. Size 14 x 22. Write Canadian Printing Co., Sarnia, Ontario. P11P

TWO-REVOLUTION CAMPBELL, 8 COL., TOO LARGE FOR present office, will exchange for 7-Col. paper and pay difference. Box 865, Canadian Printer and Publisher.

FOR SALE OR EXCHANGE—HIGH SPEED MULTICOLOR PRESS Outfit complete with 110 volt, 60-cycle motor, 5 extra chases, roller cores, etc. In good running order. Cost over $800.00. Will sell at a bargain or trade for small C. & P. Gordon with power fixtures. Also have complete Multigraph Outfit in A-1 condition which is surplus to our present requirements. Box 868, Canadian Printer & Publisher. P.10.P.

DIAMOND CYLINDER—GORDON, CUTTER, RACKS, CASES, type, etc., for sale at sacrifice. Also large safe. Box 866, Canadian Printer & Publisher. P. 10. P.

MR. SMALL JOB PRINTER—DO YOU WISH TO ENLARGE YOUR equipment at a very small cost. I have a quantity of used materials in good serviceable condition to be sold at any price. Special bargain. Case Stand with 12 extra good full size California Job Cases, and News Cap and Lower Case, complete, $18.00. Other bargains, write for particulars. Box 867, Canadian Printer & Publisher. P. 10 P.

BUSINESS CHANCES

FOR SALE—THOROUGHLY EQUIPPED CITY JOB PRINTING plant, good going concern, handles jobs of any size—book work, etc., for sale. Snap for cash. Owner leaving Canada. Box 971, P.&P.

PAPER—JOB PLANT FOR SALE IN MIDDLE EASTERN SASkatchewan Town of 800. C.P.R. divisional point, judicial center. Splendid water resort three miles from town. One of the best plants outside Cities in Saskatchewan, New 2-magazine linotype. Price low, terms easy. Address Bogi Bjarnason, Wynyard, Sask., proprietor, "Advance," Wynyard.

PRINTING BUSINESS FOR SALE—WELL ESTABLISHED PAYING business in Vancouver, B.C. Excellent opportunity for two practical men. Plant consists of a two-revolution Cottrell Press, Eclipse Folder, C. & P. 30" Paper Cutter, C. & P. 10 x 15 Gordon, 2 Palmer and Rae Platens, C. & P. Proof Press, Metal Pot. Model 5 Lino—with two magazines, ejector blades, liners, etc. 4 Imposing Stones, Reglet and Furniture Cases, type, cases, racks, lead and rule cutters, motors, etc. A real bargain at $9,000, with half cash, balance over three years. Act quick. Better wire. Incorporated company. Address ERRETT & OREMUS, LIMITED, 321 Cambie Street, Vancouver, B.C.

UP-TO-DATE NEWSPAPER AND JOB PLANT, EMPLOYING from seven to ten, valued at $15,000.00, in Southern Alberta, wants a man with capital to invest and take full control, or sell outright Apply Box 856, Canadian Printer and Publisher. P. 10 P

FOR SALE—UP-TO-DATE, WELL EQUIPPED NEWSPAPER AND job office in Quebec Town. 1,800 of a circulation, almost $10,000 worth of business last year. To be sold for the cost of machinery. Good reason for selling. Apply Box 854, Printer and Publisher, P.9P.

COLLECTIONS

SEND US YOUR LIST OF DELINQUENTS. WE WILL TURN Debit into Credit. We also promote circulation through the mails, and for the information of publishers, we might add that we have an excellent department for obtaining renewals, guaranteed to be free of all antagonistic methods. Obey that impulse. Publisher's Protective Association, 79 Adelaide St. E., Toronto, Ont.

JOB PRESSES RUN PROFITABLY WITH MEGILL'S GAUGES

VISE GRIP



Megill's Double Grip Gauge
By the set of 3 with key and extra tongues.

QUICK ON



Megill's Spring Tongue Gauge Pin.
By the dozen or set of 3.

Accurate automatic register is obtained with Megill's Automatic Register Gauge. Saves its costs quickly in doing color or other fine register work on the job press. Free booklet.

Get them from your Type Founder or E. L. Megill, Pat. and Mfr., 763 Atlantic Ave., Brooklyn, New York

THE COST OF A LETTER

"A careful analysis of the cost of producing the average letter in the average business office brings to light some very interesting facts," says a clever piece of advertising by the Rolland Paper Co. of Montreal, in which the following analysis is made:

The average executive's time costs ...	15c per letter
Stenographer's wages	5c per letter
Office overhead and supplies	5c per letter
Postage	3c per letter
Printing and envelope	.45c per letter
Best bond paper	.45c per letter
Total cost	29c per letter

"Some letters cost less than this, but some also cost more," continues the passage. "This figure of 29 cents may be taken as fair average. If you use the finest bond paper made, the cost of paper in your letter is only half a cent less than two per cent. of the entire cost of your letter.

"Suppose you tried to economize on this item of paper in your letterhead. By using the cheapest grade of bond, you could reduce the cost of the paper to a quarter of a cent per letter, a saving of 1 per cent. on the entire cost.

"Would you try to save 1 per cent of the cost of your letter, and risk wasting the other 99 per cent. owing to the poor impression made by the cheap, flimsy paper you would have to use?"

TYPEFOUNDER VISITS AMERICA

Mr. B. F. Enschede, a partner in the firm of Joh. Enschede en Zonen of Holland, has spent four or five months in America on a combination pleasure and business trip. During his visit here he has been in touch with some of the big printing establishments in New York, Philadelphia and Washington, investigating American printing conditions and making comparison of our methods and those in Europe. In his visit to the Bureau of Engraving, in Washington, he carried a letter of introduction from the Dutch Government.

The firm of Joh. Enschede & Son is a widely known type foundry and printing establishment, which has been in business continuously over 200 years in the name of Enschede. They have a remarkable collection of old types and vignettes, a descriptive book of which is in the hands of many of the best typographers in America. This concern does much of the printing for the Dutch Government, printing postage stamps and also bank notes for the Netherlands bank. They are located in Haarlem and are city printers for this town and also printers for the province in which Haarlem is located.

In an interview Mr. Enschede stated that he was particularly impressed with the number of large plants in America, most of which are very much larger than any in Europe. He remarked about our advance in color work and the success we have had with the offset press.

Mr. Frederick W. Goudy, art director of the Monotype Company, showed Mr. Enschede through the great Monotype factory in Philadelphia and Mr. Enschede spent the day there seeing the company's method of building their machines and learning of the type faces available on the Monotype. He was tendered a luncheon by several of the executives of this company, at which European and American methods, as applied to the printing business, were compared.

U P M VACUUM BRONZER

A notable exhibit at the recent Graphic Arts Exposition in Boston was that of the United Printing Machinery Company. Under practically continuous inspection by visitors from all sections was the U P M Vacuum Bronzer, on which eighty to ninety per cent. of all bronzed work in the United States is now done, according to careful estimates made by the company. This bronzing machine has "cleared the air" in more than one way for the lithographers and printers who use it—literally by confining the bronze powder within the machine, and figuratively by dispelling the clouds of uncertainty that previously attended the estimation of bronzing costs. With the "sized" sheet entirely under cover, it is sprayed with bronze, then burnished and dusted clean on both sides, after which the vacuum feature of the machine draws the excess powder back into a receptacle. The result is a quality of bronzing that can be done in no other way. Every detail of the bronze form is thoroughly covered and other parts are clear of dust, while no particles of the powder are carried into the air to settle on other work.

In connection with the Vacuum Bronzer, a large collection of specimens of its product was displayed, representing one of the most varied and interesting exhibits of its kind ever shown. Nearly all classes of bronzed work were arranged in a great wall book under special lights for close-up inspection.

The Chapman Electric Neutralizer and the Automatic Ink Dryer, for both of which the United Printing Machinery Company is sales agent, were shown at different booths in practical operation on printing and lithographing presses of different makes—an unmistakable endorsement of these attachments by representative printing machinery manufacturers. The Chapman Electric Neutralizer is the electrical cure for an electrical evil. It is the only known means of entirely preventing static troubles. A salient feature of the Automatic Ink Dryer is the fully automatic control, which makes the bad master Fire a good servant at all times. The gas bar of this device is thus rendered absolutely safe and the heat of the flames, applied directly to the sheet, enables the user to accomplish results that are not possible without it, especially in color printing.

Owing to time limits on the hall before the exposition opened, the Upham Sheet Rotary Press was not included in the exhibits. Visitors who desired to see it, however, were not disappointed, since they were given opportunity to inspect it in regular operation in a nearby plant.

Classified Advertisements

(CONTINUED)

SITUATIONS WANTED

WOMAN—WITH COUNTRY WEEKLY EXPERIENCE WISHES position editor's assistant or would take charge small weekly. Can operate and care for linotype. Good reporter. Typist. Bookkeeper. Ad. writer. Used to handling public. B. C. preferred. Box 484, Rossland, B. C. P11P

TYPOGRAPHICAL DESIGNER—WHO HAS HAD WIDE EXPERience in Catalog Designing in the U. S., would like to connect with Canadian Printing House whose standard of work is of the highest. Apply to Box 869, Canadian Printer & Publisher. P11P

PRINTER OR PUBLISHER—CAPABLE OF TAKING FULL charge of modern equipped printing or newspaper. Two years as editor and publisher and fifteen years in all departments of mechanical end of business. Desires position of responsibility in neighborhood of Toronto State salary when applying. Box 870, Canadian Printer and Publisher. P11P

POSITION WANTED—ALL ROUND COMPOSITOR WITH CITY and rural newspaper and job experience open for position in Western Provinces. Can take entire charge. Box 493, Lacombe, Alta.

HIGH-CLASS JOB MAN WISHES POSITION AS FOREMAN OF job department. Box 853, The Canadian Printer and Publisher.

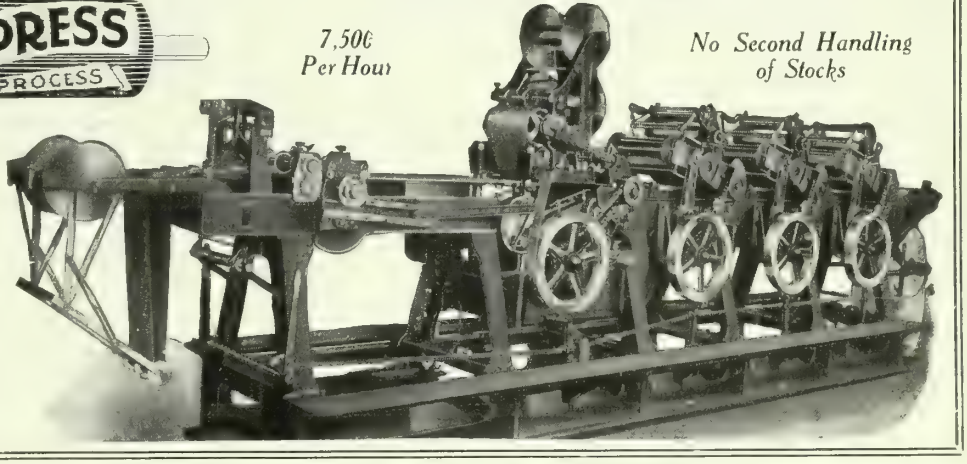
ALL ROUND PRINTER OPEN FOR IMMEDIATE ENGAGEMENT can take entire charge rural office. Box 493, Lacombe, Alta. P. 10 P.

COMPOSITION WANTED—I HAVE A GOOD TYPESETTING plant of three intertypes. Am in position to handle slug composition rapidly and efficiently. Can express metal and save you money. Rates reasonable. Have satisfied others. Get in touch and let us do business. J. E. Fullerton, Brampton, Ont. P12P

MULTI-
NEW ERA PRESS
PROCESS

7,500 Per Hour

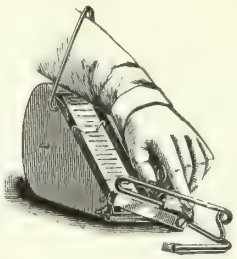
No Second Handling of Stocks



It is more than a Multi-Color Press. Prints in all colors on both sides of the paper at the same time: numbers, perforates, scores, die-cuts, punches, cuts both ways, rewinds or piles—all at a speed of 7,500 impressions per hour. One man operates the New Era and there is no second handling of stock necessary. WRITE NOW!

New Era Mfg. Co., Inc.

394 Straight St. Paterson, N. J



THE ROBERT DICK MAILER

Reduces mailing expense
Efficient
Light
Inexpensive
Addresses (expert) 8,556 an hour
Beats them all
Leads, others follow
Easy to operate

Write to-day for interesting Booklet

REV. ROBERT DICK ESTATE
137 W. TUPPER ST. -:- BUFFALO, N.Y.

TYPE—RULE

Leads, Slugs, Spaces and Quads

Proof of QUALITY

Read What Users Have to Say:

"I have before me some of your type (Caslon), also some foundry type. This type has just finished a run of 25,000 on very rough cartons. Your type has weathered the stormy run and came through in better shape than the foundry type." Such is the statement, in part, of an enthusiastic user of our products at London, Ont.

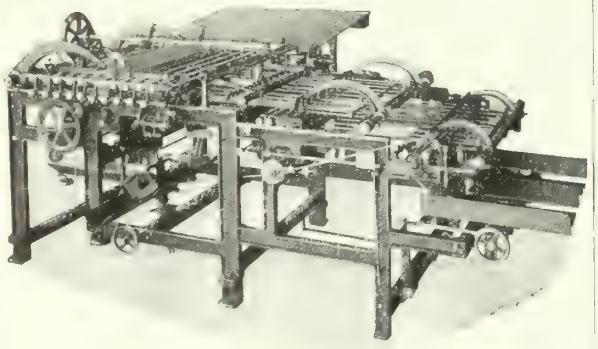
Another user of our products says in part: "Having used some of your type for a little over a year, we have found it satisfactory in every way, and would like to add a few fonts to the series we already have."

Our Type, Rule, Leads, Slugs, Spaces and Quads are **accurate** and **durable** (not Monotype) and are guaranteed to give lasting service. **Let us know your requirements.**

Quick Service!

DECARLE-WAREHAM
LIMITED
TYPE FOUNDERS
74 MARKET ST. - TORONTO

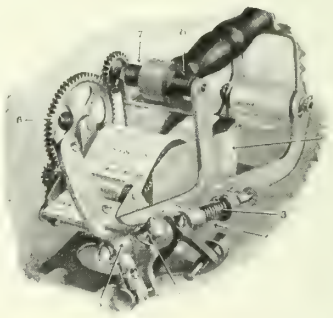
No. 2000 Catalog Folder For Regular And Parallel Work



BROWN FOLDING MACHINE COMPANY
Erie, Pa.

Agent:
H. J. LOGAN
114 Adelaide St. W., Toronto, Ontario

The 1922 Wing Aluminum Mailer



Lightest and Fastest

Weighing only *two pounds* and designed to a perfect balance, any boy or girl can operate *The New Wing Mailer* with either hand for hours without fatigue.

Strength, durability and freedom from trouble are assured by the frame and castings for bearings and gears being made in *one piece.*

The New Wing Mailer is cutting one-third off mailing costs wherever it is in use. Write us for particulars.

CHAUNCEY WING'S SONS
GREENFIELD, MASS., U. S. A.

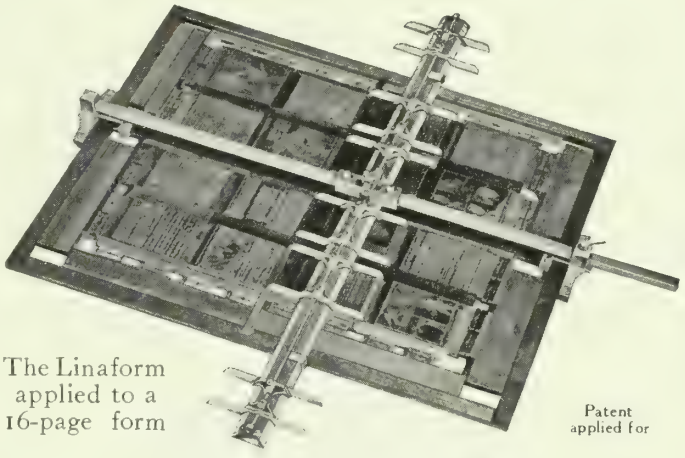
The LINAFORM

An Efficient Device for Lining-up and Squaring Cylinder Press Forms

VISITORS at our booth in the Graphic Arts Exposition at Boston were surprised at the accuracy, simplicity and rapidity of adjustment of the **Linaform** in lining-up and squaring cylinder press forms.

THE **Linaform** has entirely solved the problem of positioning perfectly the pages in ***any*** size cylinder press form. It can be attached instantly to either the short or long way of form.

Its sliding straight edge is an exclusive feature. This permits head and back margins to be lined up simultaneously.



The Linaform applied to a 16-page form

Patent applied for

Linaform TRADE MARK

The Linaform can be attached as easily to a plate form having its cross bars removed.

THE STANDARD LINAFORM COMPANY
51 PARKTON ROAD BOSTON, MASSACHUSETTS

Does It Pay

TO USE THE

CLASSIFIED ADVERTISING PAGES

OF

The CANADIAN PRINTER & PUBLISHER

LOOK!

LAST MONTH—OCTOBER ISSUE—

Box 861 pulled **4** replies
Box 862 pulled **5** replies
Box 863 pulled **5** replies

IT PAYS ALL RIGHT!

HOLLISTON Norfolk Cloths

for Book Binding

A new dyed light-weight fabric, in rich, warm colors and handsome designs.

Seven standard shades, six colors and black—special shades on quantity orders.

Five patterns and vellum finish.

Full information furnished on request to

THE WILSON MUNROE COMPANY, LTD.

18 Duncan Street, Toronto, Ontario

EQUALLY attractive either as a book or cover paper, UTILITY-ACCORD serves a double purpose. Perfectly matched for color and texture in several weights, it may be used for text or covers for light or heavy mailing units.

UTILITY-ACCORD

Serves the Advertiser Well.

It is made in seven attractive colors in 20x20—65 lbs. and 20x26—130 lbs.; also in 25x38—60 lbs.

Have You a Sample Book of UTILITY-ACCORD?

NIAGARA PAPER MILLS

LOCKPORT, N.Y.

Make One Trial of

NIGHT BLACK

for Book Papers

The result will please you, and convince you that the use of cheaper ink, supposedly "just as good," is a poor policy.

In 1 lb. tins	45c per pound
In 5 or 10 lb. tins	40c per pound

Shackell Edwards Company

(Canada), Limited

127 Peter Street, Toronto, Canada

All our Inks are Made in Canada and have been since 1911



Press Production

You depend upon your presses for your production and for earning your money. But do you ever stop to think that the electrical equipment plays a mighty important part in this production. Here is where we can help you by giving you the proper controller for your presses and thereby increasing production.

Consult us on all electrical problems.

Specialists in Motors, Generators, Starters, Controllers, Motor Repairs.

The Leslie Electric Co.

74 Grange Ave., Toronto

Telephone Coll. 490

WARNING

To

Newspaper Publishers

Your attention is directed to patents Nos. 814,510 and 1,139,154 which cover well-known Duplex

Low-Down Multiple-Unit Stereotype Rotary Presses

Machines which are considered to infringe said patents are being offered for sale by unauthorized parties. In order that no one may be unwittingly misled we hereby give notice that

manufacturers, sellers or users of infringing presses are liable for damages

for infringement and will be prosecuted.

A Bill in Equity was filed September 15, 1922, in the United States District Court, New York City by the Duplex Printing Press Co. against an unauthorized manufacturer for infringement of said patents Nos. 814,510 and 1,139,154

Our attorneys are instructed to take any legal action that may be necessary to fully protect our rights under said patents.

The said patented multiple-unit presses may be obtained from us, or from Walter Scott & Co., Plainfield, N.J., Licensees under our patents.

DUPLEX PRINTING PRESS CO.

Battle Creek, Mich., October 1, 1922

Brass Rule Made to order

Roller Composition and Casting

GEO. M. STEWART

PRINTING *and*
BOOKBINDING
MACHINERY

TYPE *and*
SUPPLIES

92 McGILL STREET, MONTREAL
PHONE MAIN 1892

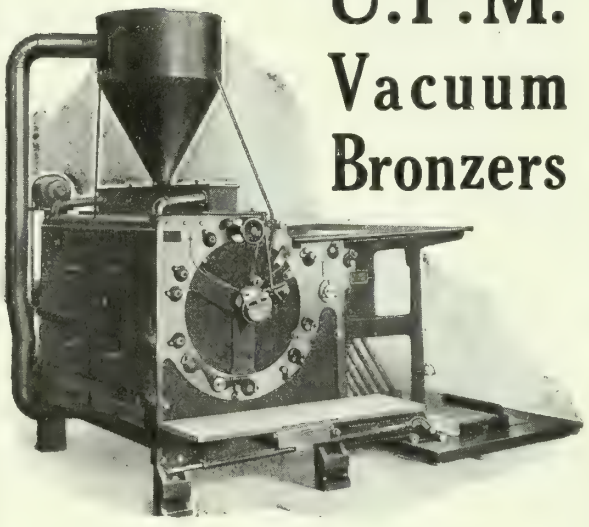
Thoroughly Rebuilt Cylinder and Platen Presses, Paper Cutters and Machinery of All Kinds for Printers, Bookbinders, Box Makers, etc. Write and state your requirements.

UNITED PRINTING MACHINERY COMPANY

24 Houses

that use a total of **113**

U.P.M. Vacuum Bronzers



CANADA

B. C. Printing & Lithograph Co., Vancouver, B. C.	2
Consolidated Lithographing & Manufacturing Co., Ltd., Montreal.	1
Lawson & Jones, Ltd., London, Ont.	1
Miller Lithographic Co., Ltd., Toronto, Ont.	1
Royal Printing & Lithographing Co., Halifax, N.S.	1
Southam Press, Ltd., Montreal	1
Standard Lithographic Co., Ltd., Toronto, Ont.	1
Stovel Co., Ltd., Winnipeg, Man.	1

UNITED STATES

U. S. Printing & Lithograph Co.	24
Robert Gair Co.	10
Stecher Lithograph Co.	8
Forbes Litho Mfg. Co.	7
Calvert Lithograph Co.	6
National Folding Box & Paper Co.	6
Nevins Church Press	6
American Lithograph Co.	5
Wm. Steiner, Sons & Co.	5
Brockway-Fitzhugh-Stewart-Inc.	4
Columbia Graphophone Co.	4
Heywood, Strasser & Voigt Litho. Co.	4
Ketterlinus Litho. Mfg. Co.	4
Multi-Colortype Co.	4
Pasbach-Voice Lithograph Co.	4
Simpson & Doeller Co.	4

RE-ORDERS TELL

UNITED PRINTING MACHINERY CO.

38 Park Row, New York — **604 Fisher Bldg., Chicago** — **83 Broad St., Boston**

DON'T WASTE STOCK -USE IT!



Spoilage is reduced to the minimum with Kimble motors, because the press can be brought up, gradually to the highest speed for the job in hand.

You don't use the throw-off much, with a Kimble-equipped press.

Many other exclusive features are described in latest bulletins.

Send for Booklet

KIMBLE ELECTRIC COMPANY

2401 W. Erie Street **Chicago, U.S.A.**

Address correspondence to nearest representative.

GREAT WEST ELECTRIC CO., LTD., 57 Albert St., Winnipeg, Man., for all points west of Port Arthur and Fort William.

MASCO COMPANY, LTD., 76 Richmond St. E., Toronto, for all points east of Port Arthur and Fort William.

KIMBLE MOTORS

COMPOSITION MAKE-UP LOCK-UP

Catalogues Tariffs Price Lists Publications

We specialize—We keep an accurate cost record, and also keep in touch with the work going through—You pay only for CHARGEABLE HOURS.

Estimates given promptly
Send for catalogue

Mono-Lino Typesetting Co. Ltd.
160 Richmond St. W., Toronto

THE SUMMIT OF QUALITY
ESLEECK'S THIN PAPERS
MADE AT TURNERS FALLS, MASS. BY ESLEECK MFG. COMPANY

(WATERMARKED)
For Copies of Letters and all other Forms.

SUPERIOR MANIFOLD
Sub. 8 — white and 9 colors

FIDELITY ONION SKIN
Sub. 9 — white

EMCO ONION SKIN
Sub. 10 — white and 8 colors

Made From High Grade Rags

ESLEECK MFG. COMPANY
TURNERS FALLS, MASS.

With gloves off

"Advertising is a crackerjack business to be in, and I am tired of seeing dud campaigns put over on national advertisers; campaigns that make the public weep tears of boredom."

Thus a successful agency man opens his arraignment of you artists; you contact men; you plan and copy men; you who think you are successful; you who have doubts about it; you who in your hearts think you are failures, and you who don't think anything.

Confront this "mirror of truth" in the November number of The Printing Art; the magazine with the courage to tell men the facts about advertising without fear or favor.

Get this 100-page November number, even if you have to pawn your shoes. Send 45 cents to

THE PRINTING ART
Cambridge, Mass.

INDIAN  BRAND

GUMMED PAPERS

Have been used for years, and the demand for this Canadian made sheet is growing by leaps and bounds. There is a reason for this. Quality is there, and any jobber can supply your needs promptly.

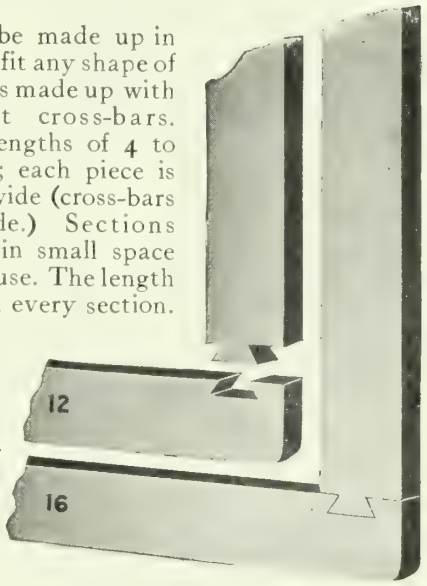
Canadian Nashua Paper Co.,
LIMITED
PETERBORO, ONTARIO

Sold through all Prominent Jobbers

McGreal Combination Printers' Chases

The Right Size Chase for Every Form

Chases can be made up in a minute to fit any shape of form. Chases made up with or without cross-bars. Comes in lengths of 4 to 62¾ inches; each piece is 1½ inches wide (cross-bars ¾ inch wide.) Sections store away in small space when not in use. The length is marked on every section.

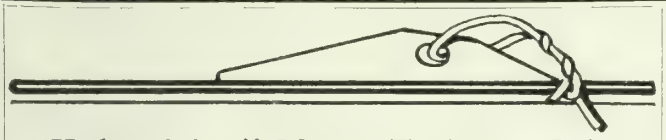


Absolutely Rigid

Send for list of All Sizes

Sold by all Supply Dealers

The Challenge Machinery Co.
Main Office: Grand Haven, Mich.
CHICAGO: 124 S. Wells St. NEW YORK: Printing Crafts Bldg.



"Huber-izing" Means Trying a Huber sample each time you make an Ink test

It will enable you to get the utmost in Ink Quality, Ink Economy and Ink Delivery

COLOR VALUES

Best results in color printing can be obtained only when the characteristics of the pigment make it suitable for the job. Our colors are the product of many years' experience, and their superior quality particularly adapts them to the needs of the printer.

J. M. Huber

Dry Colors, Carbon Black, Varnishes, Printing Inks.
366-378 Adelaide St. West, Toronto, Can.
HUBER'S colors in use since 1780

It Pays to Huberize

Printing
and
Lithographing Machinery
of all kinds

Complete Service for Rebuilding and Moving Presses. Agents for Rosback Perforators and Stitchers, Bunn Tying Machines, Southworth Punches and Holdfast Hangers. All kinds of Printing and Lithographing Materials.

Thomas W. Hall Co. Inc.
409 Ninth Avenue, New York City
2 Blocks from Penn Station

Buyers' Guide

Christmas

XMAS PAGES
TANNER'S XMAS PICTURE
XMAS SHOPPING REMINDERS
GIFT MAKING SUGGESTIONS
also
REVIEW OF THE YEAR



The
International Syndicate
22 Years of unfailing Syndicate Service
Baltimore - Maryland

J. L. PEPPER
Efficiency and Appraisal Expert

Appraisals made for Printing Plants Exclusively

Graphic Arts Appraisal Co.
102 Adelaide Street West
TORONTO, ONT.
TELEPHONE: ADELAIDE 7666

Filling Your Advertising Columns

Through the FINANCIAL POST you can reach the men who make the advertising appropriations, who have the final say as to the choice of media, as well as a large proportion of Canada's leading advertising agency executives.
Business men see big business on the way. Returning confidence is leading to bigger advertising appropriations.
As a publisher, you want to get your share of the advertising that is now being planned. Look over this list. It shows who reads THE POST.
—Every Canadian investment house
—Head office officials in every Canadian bank.
—Insurance, trust and loan company officials, etc.
—over 4,000 executives of leading industrial and commercial institutions.
—Advertising Agency executives.
Let us tell you how by advertising in THE FINANCIAL POST you can increase the volume of advertising in your own publication
THE FINANCIAL POST
143 University Ave, TORONTO

THE firms listed in this Buyers' Guide are all advertisers in PRINTER AND PUBLISHER. *Refer to the ads. by consulting the Index. Our interests are mutual—tell the advertisers you read their ad. in* PRINTER AND PUBLISHER. *Patronize* PRINTER AND PUBLISHER *advertisers—they are all definitely interested in the promotion of efficiency in equipment and service in Canada's allied printing trades.*

ADDRESSING MACHINES
Challenge Machinery Co., The, Grand Haven.
Pollard-Alling Co., New York.
Printers' Machinery Co., Ltd., Toronto, Ont.
Miller & Richard, Toronto, Ont.

BAILERS FOR WASTE PAPER
Golding Mfg. Co., Franklin, Mass.
Logan, H. J., Toronto, Ont.
Miller & Richard, Toronto, Ont.
Printers' Machinery Co., Ltd., Toronto, Ont.
Stephenson, Blake & Co., Toronto.
Stewart, Geo. M., 92 McGill St., Montreal.

BINDERY EQUIPMENT AND SUPPLIES
(See also CUTTING MACHINES)
Adzit Printer's Supply Co., Grand Rapids, Mich.
Anderson, C. F., & Co., Chicago.
Berry Machine Co., St. Louis, Mo.
Dexter Folder Co., New York.
Golding Mfg. Co., Franklin, Mass.
Hall Co., Inc., Thomas W., New York.
Hall, A. W., & Co., Chicago.
Hickok Mfg. Co., Harrisburg, Pa.
Logan, H. J., Toronto.
Printers' Machinery Co., Ltd., Toronto, Ont.
Machine Builders Ltd., Montreal.
Morrison Co., J. L., Toronto.
Nelson, Inc., C.R., & W. A., Chicago.
Poor Richard Corpn., The, Chicago.
Stephenson, Blake & Co., Toronto.
Stewart, G. M., Montreal.

BINDERS—LOOSE LEAF
Brown Bros., Limited, The, Toronto.
Vawter-Luckett Co., Toronto.

BRONZING MACHINES
Printers' Machinery Co., Ltd., Toronto, Ont.
United Printing Machinery Co., Boston

COMPOSING ROOM EQUIPMENT
(See also LEADS, SLUGS AND TYPE)
The following list covers Iron Furniture -
Challenge Machinery Co., The, Grand Haven, Mich.
DeCarle-Wareham Co., Toronto.
Hall Co., Inc., Thomas W., New York.
Hamilton Mfg. Co., Two Rivers, Wisconsin.
Manton Bros., Toronto.
Miller & Richard, Toronto, Ont.
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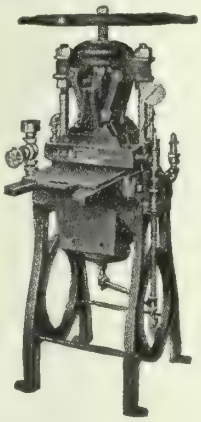
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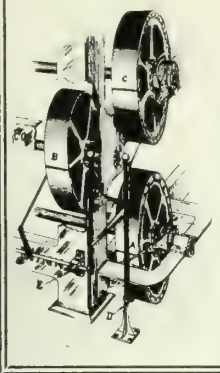
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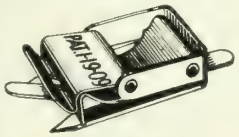
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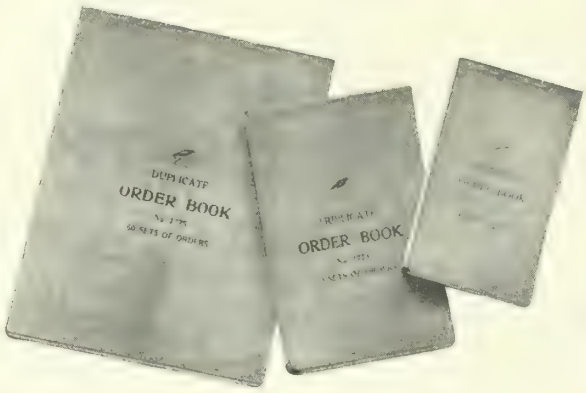
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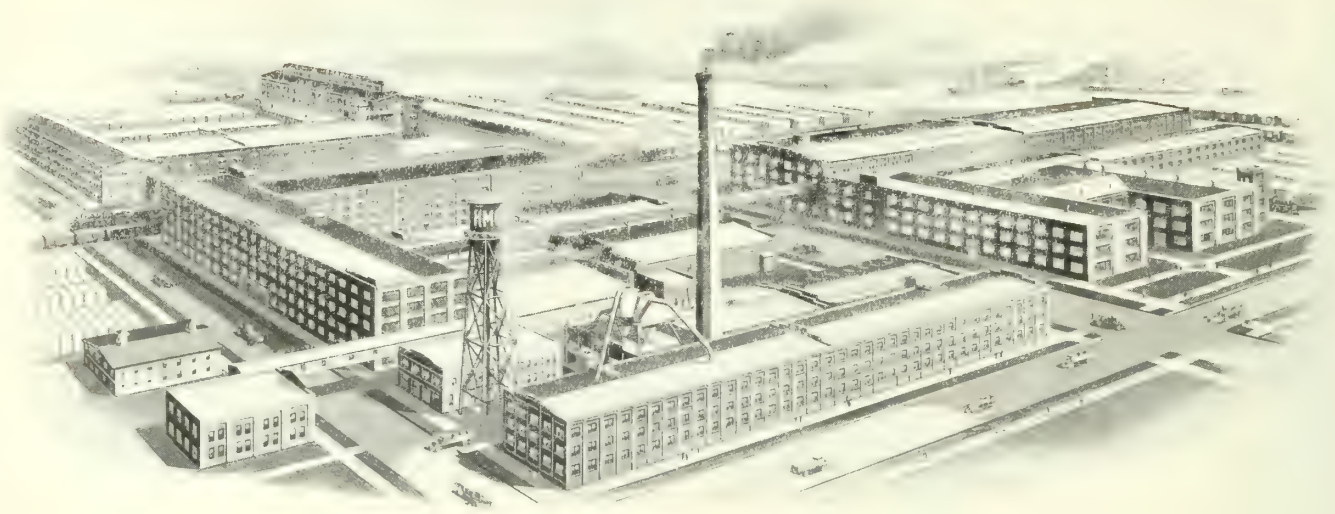
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HOME OF THE HAMILTON MANUFACTURING COMPANY, TWO RIVERS, WISCONSIN

British Printers Modernize

Hamilton designs have been adopted by many of the foremost printers of England and now the "Amalgamated Press," of London, join the procession with what is probably the largest order for modern composing-room equipment ever placed by a private concern. This proves conclusively that progressive printers everywhere, always eager to adopt anything that will make their plant more efficient, are thinking along modern lines and when they finally decide to *act* invariably select goods of Hamilton Manufacture. It's wonderful to know that the more than 40 years of thought and labor we have put into the development of this extremely technical line of manufacture has not been barren of results and justifies our claim that Hamilton designs are "standard the world over." The order was sold by our London agents, the Baker Sales Co., 23 Farringdon Ave., E. C. 4, who are doing a wonderful work among the printers of the British Isles.

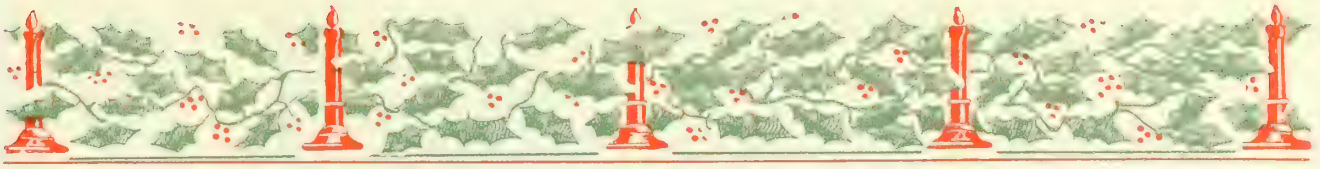
Illustration at top of page is of the Hamilton plant at Two Rivers, Wisconsin, where probably more than 85 per cent. of the world's output of modern composing room furniture is manufactured.

The Hamilton Manufacturing Company

TWO RIVERS, WISCONSIN

Eastern House, RAHWAY, N. J.

Hamilton Goods are For Sale by All Prominent Type Founders and Dealers Everywhere



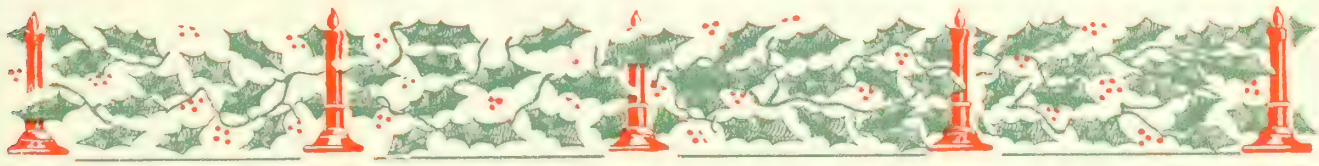
To the Printers and Publishers of Our Fair Dominion We wish a

Merry Christmas and a Bright and Prosperous New Year

The old year draws to a close. A new year is dawning, and it is with a feeling of confidence that we view its approach. May we all have faith in Canada, her people, her great institutions, her laws, her resources and her business enterprises, and may we all work in unison in striving for her greater development and prosperity.



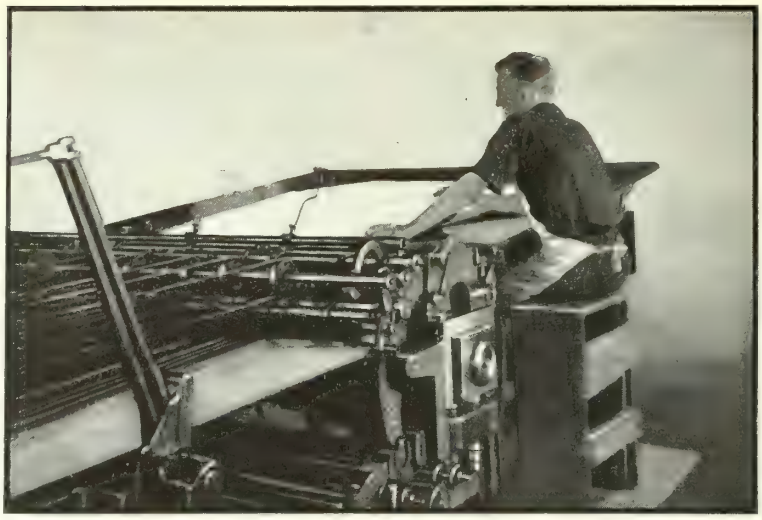
MANTON BROS.
TORONTO



Almost Doubled Production

THIS Dexter Feeder is in every sense a highly satisfactory and profitable device. As an example of what has been accomplished by its use, production records on one class of work show that, 20,000 impressions are now an average day's product against 11,000 impressions when the press was fed by hand.

THE J. C. LEY PRINTING CO.
DAYTON, OHIO



Out of the Range of Hand Feeding

IN figures, we would say that operating 52" Miehle presses at a running speed of between 2100 and 2200 per hour, we produce an average of at least 1750 impressions per running hour with Cross Feeders.

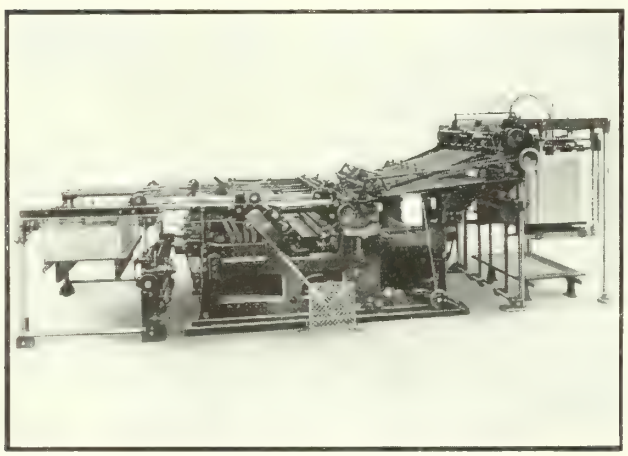
Such a result is of course entirely out of the range of hand feeding.

COLUMBIAN ART WORKS
MILWAUKEE, WIS.

An Iron Man Should Feed the Sheets

IT'S a long tiresome grind feeding sheets to a set of guides day in and day out. Your hand feeders will prove more profitable to you and be better satisfied if they are placed in charge of Automatic Feeders.

Comparative records from 38 plants show an average increase of 433 sheets per hour of Automatically fed presses over hand fed presses of the same size. Such specific proof of increased earning power is a factor that the printer who is still hand feeding his presses cannot afford to overlook.



Dexter Truck Loading Suction Pile Feeder



Cross Continuous Feeder

Two Standard Types of Automatic Feeders

Each has its distinct Advantage. Every printer should know the specific merits of each type.

DEXTER FOLDER COMPANY, 28 West 23rd Street, New York

Folders, Cross Continuous, Dexter Suction and Dexter Combing Pile Feeders

CHICAGO PHILADELPHIA BOSTON CLEVELAND DALLAS ATLANTA SAN FRANCISCO

In answering advertisements, kindly mention "The Canadian Printer and Publisher"—that's your introduction.

WHEN YOU PRINT ON GOOD PAPER YOU MUST PRINT WITH GOOD TYPE

Canson & Montgolfier know this. They have created French hand-made papers at Vidalon, France, since the Sixteenth Century. We quote the words of their American Branch, 461 Eighth Avenue, New York:

~~of our printed pieces~~. "It is our idea not only to show beautiful printing but to show how it may be produced in ways practical and economical. In this respect the Monotype Machine enters largely."

Nine thousand Monotype users know this, too. Monotype combines the speed of today with the craftsmanship of yesterday

LANSTON MONOTYPE MACHINE CO.

The Monotype PHILADELPHIA The Barrett

NEW YORK CHICAGO BOSTON TORONTO BIRMINGHAM

MONOTYPE COMPANY OF CALIFORNIA : SAN FRANCISCO

The Barrett Portable Adding, Listing and Calculating Machine is Merit-proved, Monotype-made and Monotype-guaranteed. It proves the work and prints the proof.

This ad is set in Monotype No. 61 series and the reproduction of typewriter was set in Monotype 24 point Typewriter No. 70 and then photographed and etched.

380

"IVORY" ENAMELLED BLOTTING

Offers to the Progressive Printer numerous opportunities to secure orders for Advertising Blotters throughout the year. Your salesman can show your customers how, by enclosing these Printed Advertising Blotters in their mail, they can keep their product constantly in the minds of their "prospects" at no additional cost for distribution. "IVORY" ENAMELLED BLOTTING is particularly suitable for the purpose.

FIRSTLY; because of the high enamelled surface on one side, which enables the Printer or Lithographer to obtain attractive Printing or Lithographing results in one or more colors, without any danger of the stock curling or "picking up."

SECONDLY; because of the excellent quality of the Blotting on the reverse side, which meets most fully the requirements as an absorbent.

We are Canadian agents andcarry large stocks in our Toronto warehouse in a pleasing variety of colors and the most desired weights. See our Price List.

Try this form of advertising yourselves—get your customers to try it—then watch results.

The WILSON

DUNCAN STREET :

Book Papers

We are well equipped to handle your Book Paper requirements, carrying as we do, large stocks of the following:—

NATIONAL BOOK—Mill Finish
ONTARIO BOOK—Super Calendered
IVORY BOOK—Imitation Art
IMPERIAL COATED BOOK—White and Tints
"DE LUXE" BOOK—Egg Shell
OFFSET BOOK
BYRONIC BOOK— White and India
RADIUM ENAMEL BOOK

We are always pleased to quote for supplying any special size and weight desired.

Did You receive our Printed Sample Set?

BUCKEYE COVER PAPERS
WAVERLEY COVER PAPERS

Both Lines are the best value offered in their respective grades

We are exclusive Selling Agents for Ontario and carry large stocks in a pleasing assortment of colors.

When figuring on any job requiring cover stock let us submit samples or make up dummies.

MUNROE CO. LIMITED

: TORONTO, ONTARIO

Salesmen Wanted

BECAUSE of the expansion in our business and the large number of inquiries received, we need several good men for our Sales Department. The men we employ should have the following qualifications:

1. *Good personal appearance.*
2. *Good education and good business ability.*
3. *Must be practical printer and must have had extensive slug-casting machine experience both as machinist and operator in the immediate past.*
4. *Ability to carry out instructions and still use personal initiative.*
5. *Willingness to travel and be away from home several weeks at a time.*
6. *Applicants should be between the ages of 30 and 45.*

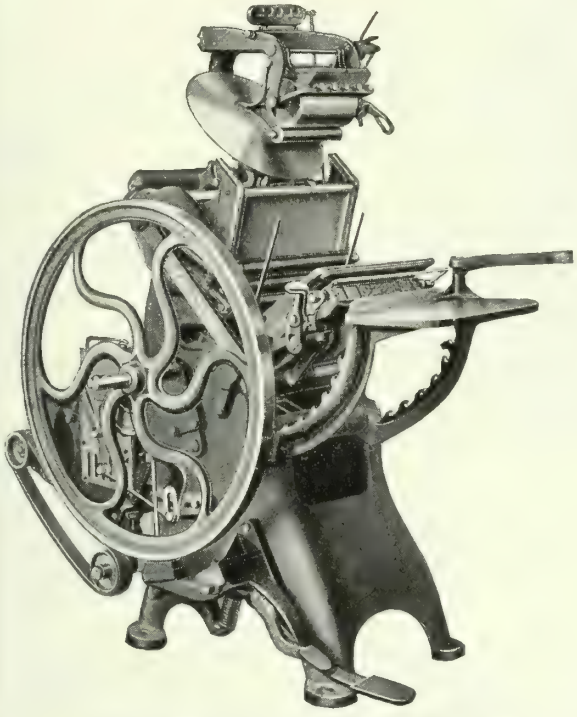
If you want such a position and are qualified to hold it, we shall be pleased to hear from you. All applications held in strict confidence and all will be answered.

Address Department H.

THE LINOGRAPH COMPANY

DAVENPORT, IOWA, U. S. A.

The GOLDING JOBBER



Made in Sizes 8x12, 10x15, 12x18 and 15x21 Inches

Will Give You a Cleaner and Sharper Impression—More Work, Better Done

The Golding Jobber can do this because of its greater impressional strength, greater durability, greater distribution, higher mechanical speed, ease of feed at the higher speed, features for a quicker make-ready, and all around features for the economical production of the better character of work.

The Golding Jobber is noiseless acting and in every way preferable for the variety of work coming within the province of the job print shop.

The illustration shows the Golding Jobber of size 10x15 inches, complete with automatic brayer fountain duplex distributor, safety feed guard, counter, individual electric motor and variable speed control.

Specify the Golding Jobber with complete equipment

Golding Manufacturing Company

Franklin Mass., U.S. A.

We also manufacture the Golding Art Jobber, Pearl Press, Official Hand Press, Golding Auto-Clamp and Hand Clamp Power Paper Cutter, Golding Hand Lever Paper Cutters, Pearl Paper Cutters, Boston and Official Card Cutters, Little Giant Lead and Rule Cutters, Golding Tablet Presses.

Use the PEARL CUTTER *for Quick Results*

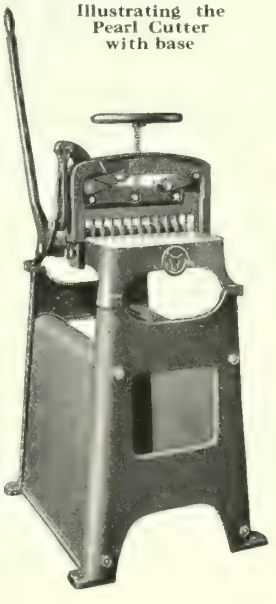
The Pearl is a leader among small cutters for cutting stock in quantity. It is in large use by small print shops and multigraph shops for cutting stock to special sizes as required; by banks, department stores, and large commercial houses for cutting the margins from their monthly statements; and by photographers for cutting sensitized paper in quantity and to exact size for printing.

Exceedingly low priced, but broadly guaranteed as to accuracy, durability and workmanship.

The Base is a desirable feature. It places the bed of the cutter at a convenient height for operating and acts as a receptacle for waste stock.

Made in sizes 14½ and 19 inches. Cutting depth 2 inches. Both sizes can be furnished with or without cast iron base.

Write for prices.



Illustrating the Pearl Cutter with base

GOLDING MANUFACTURING COMPANY

Franklin, Mass., U. S. A.

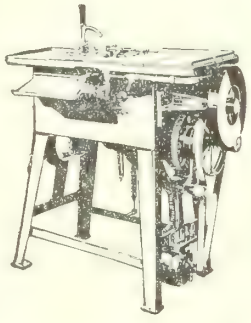
We also manufacture the Golding Art Jobbers, Golding Jobbers, Pearl Presses, Official Hand Presses, Golding Auto-Clamp and Hand Clamp Power Paper Cutters, Golding Hand Lever Paper Cutters, Boston and Official Card Cutters, Little Giant Lead and Rule Cutters, and Golding Tablet Presses. Write for prices and details.

The Ludlow

For Constant Variety Without Stops

"WHY don't you put a keyboard on your machine?" is one of the questions frequently asked. Keyboards cannot profitably do Ludlow work. Count your display lines in any issue. Behold the variety of sizes, styles and measures! That would require a machine change every minute. But not with the Ludlow.

Understand These Points at the Start



Not a typesetting machine: No typesetting is done by the Ludlow. There is no movable type involved in the system in any manner whatever. This does away with type cases, racks and distribution of forms.

Not a sorts caster: No sorts casting is done in the Ludlow System. This requires no extra salaries, because your regular compositor operates it. It eliminates storage of sorts, laying of cases and requires no space in which to keep type cases and cabinets.

No keyboard limitations: The Ludlow takes all kinds of single lines, various combinations in lines, alternating large and small sizes, and constant changing of styles and measures—without mold or machine changes. No keyboard machine can do that.

No long straight runs of body matter can be economically handled on the Ludlow. It was not designed for that purpose. The Ludlow is a jobbing machine and in the field of job composition it is the fastest, most efficient and least expensive method.

No machine spacing is done by this system. Ludlow lines are all hand set and hand spaced—and lines several slugs long are set with one justification, and cast in a long stick.

Ludlow Typograph Company

2032 Clybourn Avenue, Chicago, Ill.

Eastern Office: World Building, New York City

LUDLOW QUALITY SLUG COMPOSITION ABOVE 10 PT.

Amalgamation

We Have Purchased the Entire Roller-making Plant and Roller Business of the CANADA PRINTING INK CO. LTD.

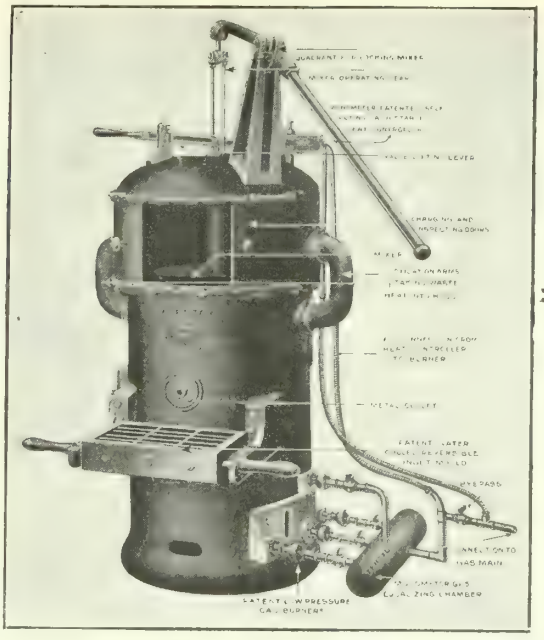
This addition with the new mammoth guns which we recently installed puts us in an unrivalled position to handle expeditiously anything from the smallest to the largest roller used. To former customers of the Canada Printing Ink Co. we emphasize that we stand behind and guarantee the quality of our Roller products.

HIGH-GRADE PRINTING DEMANDS GOOD ROLLERS
BUSH COMPOSITION ROLLERS ARE GOOD ROLLERS

Christmas Greetings to All.

CHARLES BUSH LIMITED

105-111 Davenport Road, Toronto, Canada



Saves Labor

Saves Fuel

Monarch "MONOMETER" Furnace

For Melting and Refining, Alloying, etc. all Metals used by the Printer.

Here are a few of the features that are cutting costs in the thousands of plants where the "Monometer" is in use:

Automatic Control of Heat prevents burning of metal and formation of dross; means a great saving in gas. Assures perfect, sound type and stereos. Makes unnecessary the use of tin or antimony to bring back life to the original alloy.

Anti-Oxidation System encloses surface of the metal in a *non-oxidizing atmosphere.* Practically no dross formed.

Ingot Mould for speedy casting, water cooled and double sided Tipler type.

Mixer—Lever operated type. Thoroughly mixes the whole alloy and ensures a homogenous cast ingot.

Average Melting Costs—Gas at 500 B. T. U.'s. 45.2 Cubic feet per 100 lbs. of metal melted.

Standard Sizes from 400 lbs. to ten tons capacity.

Let us show you what the "Monometer" will save in your plant. Write us now.

MANUFACTURED BY

The Monarch Engineering & Manufacturing Co.

1206 American Bldg., Baltimore, Md., U. S. A.

The Don Valley Paper Co. Limited TORONTO

Maple Leaf Bristol	Thorncliffe Cover	Sulphite Envelope
Empire Rope Bristol	Antique Cover	Manilla Envelope
Post Card Bristol	Chocolate Layer Board	Sulphite Tag
Beaver Bristol	Tympan	Manilla Tag

All the above in stock sizes, weights and colors.
Bristols and covers carried in stock in crash finish.
Specialties of all kinds made to specification.

Made in Canada by

THE DON VALLEY PAPER CO., LTD.
TORONTO, CANADA

Mr. Printer:

Is there any part of your printing press equipment which lowers production as much as Rollers? How much loss of time do you suffer from—

Constant re-setting of Rollers?
Running at reduced speed to save Rollers?
Rollers melting in hot weather?
Rollers being too hard to use on winter mornings?

Would it not mean more money in your pocket if you could eliminate these conditions?

Ideal Rollers are Guaranteed

not to shrink, swell, harden or melt and to retain a good working consistency all the year round.

THE AULT & WIBORG COMPANY
OF CANADA LIMITED

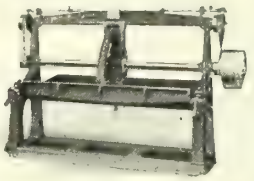
TORONTO MONTREAL WINNIPEG VANCOUVER



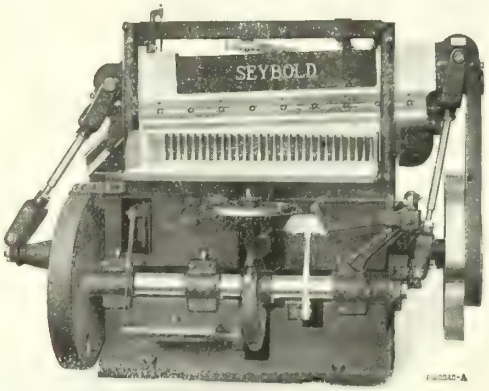
A Merry Christmas
and a
Happy New
Year!

Sinclair, Valentine & Hoops
Limited
Head Office: **227-233 Richmond Street West**
TORONTO
WINNIPEG **MONTREAL**

Good Machines Cost More But Cost Less to Operate



Good machines cost more to buy beca se they cost more to make, but they cost less to operate.



Seybold Automatic Cutter

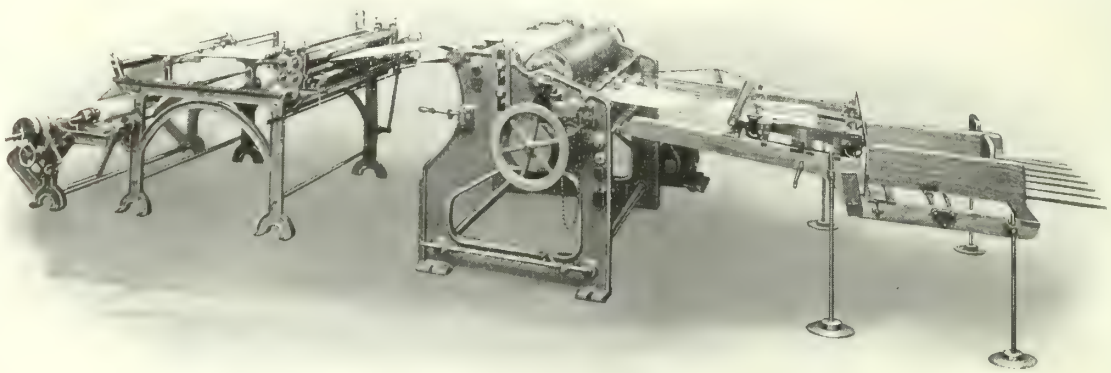
If you buy other than a good machine you pay eventually the amount such would have cost, plus a penalty through loss of service.



The J. L. MORRISON CO.

Machinery and Supplies for the Whole Paper Industry

445-447 King Street West, TORONTO



HICKOK No. 3 Disc Paper Ruling Machine

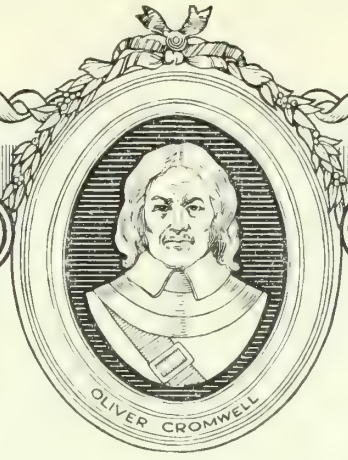
The above machine is very rapid and has been designed to cross or feint rule paper used in the cheaper grades of tablets. It is very easy to set up and operate.

No. 3 Disc Ruling Machine rules paper 38″ wide or less from the roll or web on both sides in one direction at one feeding, equipped with roll or web holder and raising apparatus, adjustable disc inking and impression rolls, automatic ink pans, four sets of perforators, cutting off device to cut sheets in any desired length, and special lay-boy which jogs paper on three sides and counter.

Hickok Ruling Machines are known throughout the entire civilized world as being the best, most up-to-date and complete manufactured. The efforts of imitators to place upon the market machines somewhat similar have always had the effect of bringing the superior merits of the Hickok Ruling Machine more prominently than ever before the trade.

THE W. O. HICKOK MANUFACTURING COMPANY

Established 1844 **HARRISBURG, PENN., U. S. A.** *Incorporated 1886*



CROMWELL

SPECIAL PREPARED

TYMPAN PAPER

You Need It for Every Job

CROMWELL TYMPAN PAPER eliminates ALL Tympan trouble, and will save you more time and money in the pressroom than any other tympan paper on the market.

It makes no difference what kind of a job you are running or whether the run is long or short this high grade tympan paper will insure the finest results and materially reduce press-room costs.

Cromwell Tympan Paper should not be confused with the ordinary so-called tympan paper as our product is a specially-made top sheet, usually termed a tympan sheet

Samples Free on Request

CANADIAN REPRESENTATIVES:

Wilson-Munroe Co., Limited
Toronto, Ontario
The John Martin Paper Co.,
Head Office, Winnipeg
also Calgary and Edmonton

Smith, Davidson & Wright, Limited
Vancouver, B.C.
The Federal Paper Company,
Montreal, Que.



Headquarters for FINE PAPERS

Products of the Finest Canadian Mills

Bond Papers

ALBERTA
ASTORIA
BEVERLEY
BELL FAST
GENOA
EARNSCLIFFE
PROGRESS
SUPERFINE LINEN RECORD
VICTORY

Ledger Papers

BELL FAST
DEMAND
EARNSCLIFFE
VICTORY
WELMADE
SUPERFINE LINEN RECORD
WELLINGTON

Also BOOK COVER, WRAPPING PAPERS, CARDBOARDS, BRISTOLBOARDS, ETC.

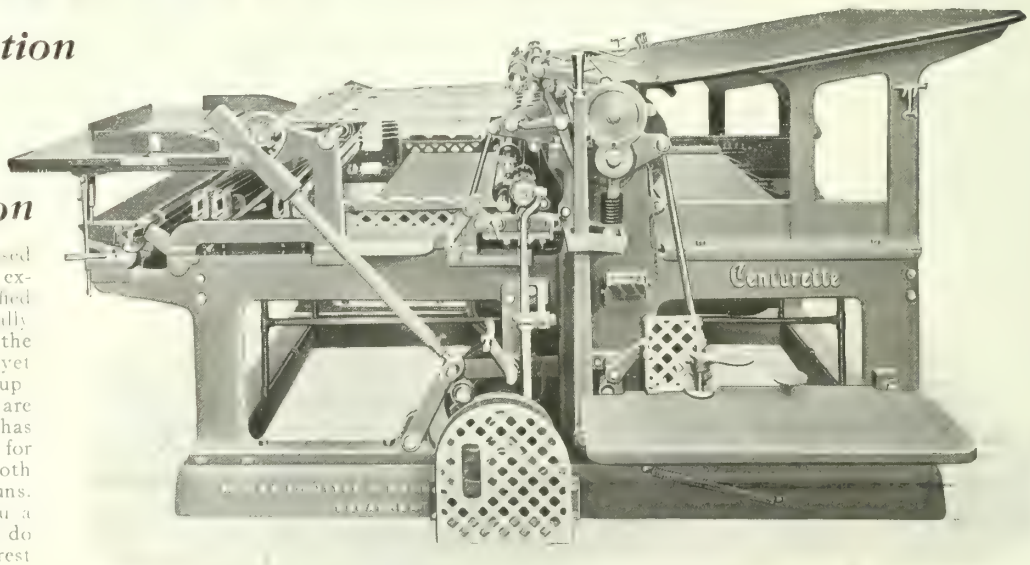
The BROWN BROTHERS LIMITED

SIMCOE, PEARL AND ADELAIDE STREETS, TORONTO, CANADA

Centurette Two-Revolution Press

Satisfaction Under Any Condition

This claim is based upon the actual experience of satisfied users in practically every part of the world. Solidly, yet simply built, its up keep charges are practically nil. It has the reputation for economy on both short and long runs. Let us send you a booklet that will do more than interest you.



LINOTYPE & MACHINERY LIMITED

c/o Canadian Linotype Limited

119 Adelaide Street West : : Toronto, Canada

2

Modern Printing Equipment

SOLE DISTRIBUTORS

For the Composing Room

Vandercook Composing Room Cylinders, four sizes.
Challenge Proof Presses.
McGreal Combination Chases.
Challenge Labor-Saving and Mammoth Iron Furniture.
Challenge Pressed Steel Galleys
Challenge Rigid Rim Galleys
Challenge Galley Storage Systems.
Challenge Plate-Mounting Equipment.
Wilson Adjustable Iron Blocks.
Challenge Newspaper Bases and Cabinets.
Challenge Stereotype Bases.
Challenge Quoins and Keys.
Challenge Type-High Gauges.
Jones and Challenge Galley Locks.

For the Pressroom

Hartford New Series four roller Platen Presses.
National three roller Job Presses.
Hartford Cutting and Creasing Presses, three sizes.
Lee Two-Revolution Presses.
Stonemetz Two-Revolution Presses.
Hartford Embossing Presses.
Hartford Electric Heater for Hot and Cold Embossing.
Hoerner Type-High Machines.
Vandercook Gordon Press Vibrator.
Gam Variable Speed Job Press Motors.
Challenge Ink Spades.
Challenge-Johnson Table Roller Brakes.

For the Bindery

Diamond Power Paper Cutters.
Advance Lever Paper Cutters.
Latham Monitor Wire Stitchers.
Monitor Punching Machines.
Monitor Perforating Machines.
Monitor Corner Cutting Machines.
Monitor Tab and Indexing Machines
Monitor Paging and Numbering Machines.
Monitor Creasing and Scoring Machines.
Monitor Embossing Machines.
Monitor Standing Presses.
Monitor Job Backers.
Mentges Folding Machines.
Mercantile Addressing Machines.

CARRIED IN STOCK

Telephone: Adelaide 2490

Everything You Require for

Your Composing Room
Your Press Room
Your Bindery
Your Paper Box Plant

Stock on floor

NOTE the list of equipment at the left. This is but a partial account of our stock but it serves to show the wide range of printing machinery and supplies we are carrying. This stock is carried on our warehouse floor where you can conveniently examine it—and YOU are given a cordial invitation to pay us a visit for this purpose.

OUR SERVICE—Bear in mind that Graphic Arts Machinery Service does not stop at the point where you purchase equipment. Our service staff completes installations and stays on the job until everything is in perfect running order.

Graphic Arts Machinery equipment is of the highest modern labor-saving type—made by manufacturers who absolutely guarantee their products. Some of these lines are shown in this issue.

Come and See

Graphic Arts Machinery LIMITED

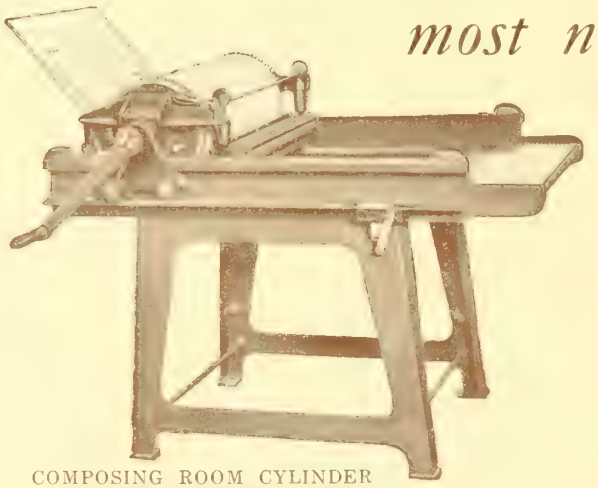
Walter T. Johnston
Manager

366 Adelaide Street West, Toronto

VANDERCOOK

Rigid Bed Composing Room Presses

In use where Quality and Speed in taking proofs are most needed



COMPOSING ROOM CYLINDER
Two Sizes 17 x 25 and 25 x 25



ROLLER SERIES PRESS
AUTOMATIC INKING
Size, 10 x 24.
HAND INKING
Size, 12 x 24.

PRINCIPLES OF CONSTRUCTION

Rigid, immovable bed.
The moving parts are the lightest parts.
Minimum floor space required.
Automatic Inking.
Large ink plates and no fountain.
Double acting vibrator and parallel riders.
Under feed.
"Safety Grippers."
Accessibility and simplicity of all parts.
"Unit" Construction.

Made and Sold in the United States by

THE VANDERCOOK PRESS

[VANDERCOOK & SONS, Originators of the Modern Proof Press]

452-456 North Ashland Avenue, Chicago

These machines are carried in stock and demonstrated by

Graphic Arts Machinery Limited

366 Adelaide St. West, TORONTO

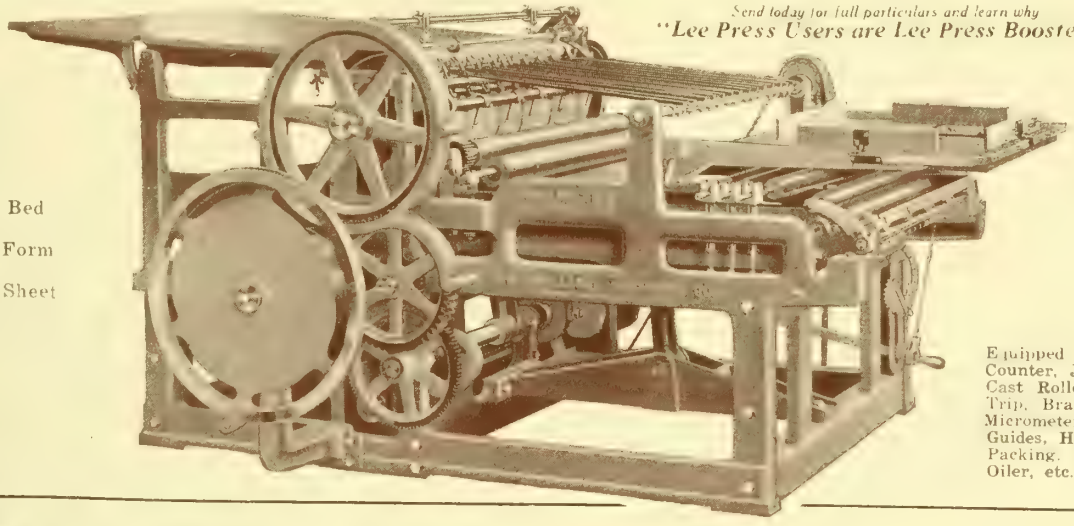
Exclusive Canadian Distributors

Economy—Quality—Simplicity—Durability

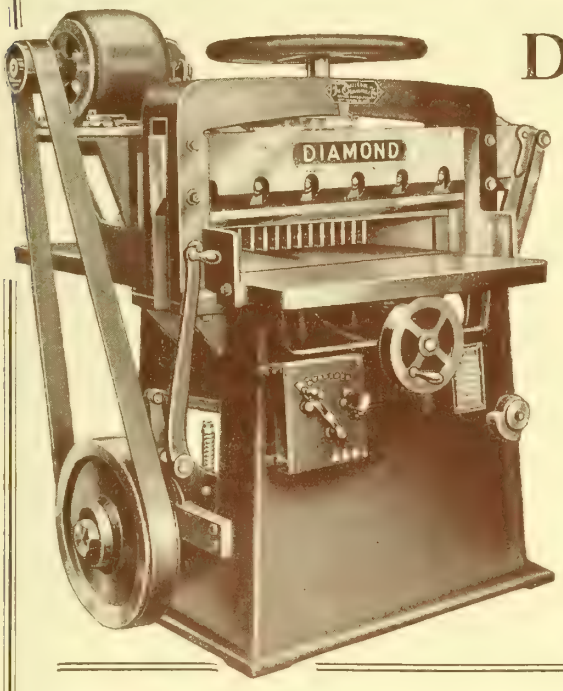
THE LEE Two-Revolution Press has many points that appeal to the thinking printer. It is economical in first cost, in operation, and in maintenance. It delivers a superior product with minimum effort of the operator and at a cost that makes money for the user. Its simplicity of construction and ease of handling make it easy to operate from the very first, and the more it is used the better it is liked. It is durable, because made of the best materials and is constructed by an old-established and well-known company that has been manufacturing high-class printing machinery for over a quarter of a century.

Send today for full particulars and learn why
"Lee Press Users are Lee Press Boosters"

Size of Bed
26x38
Size of Form
22x35
Size of Sheet
24x36



Equipped with Counter, Jogger, Cast Rollers, Trip, Brake, Micrometer Feed Guides, Hard Packing, Tools, Oiler, etc.



Diamond Power Cutters

Meet Every Production Requirement

Every user is enthusiastic over the Diamond because he knows the built-in quality of the cutter —its great durability, its permanent accuracy; its Gibraltar-like stability; its speed; its great power under all conditions; its ease of handling; its many conveniences for the operator; its fine finish and pleasing design. They know that users of Diamond Power Cutters have the best power cutter that money can buy.

Made in 30, 32 and 34 Inch Sizes

Diamond Power Cutters are supreme by every standard by which a really good power paper cutter can be judged. There is no "guess-work" in their building.

SEND TODAY FOR FULL PARTICULARS AND PRICES

Manufactured by **The Challenge Machinery Co., Grand Haven, Mich., U.S.A.**

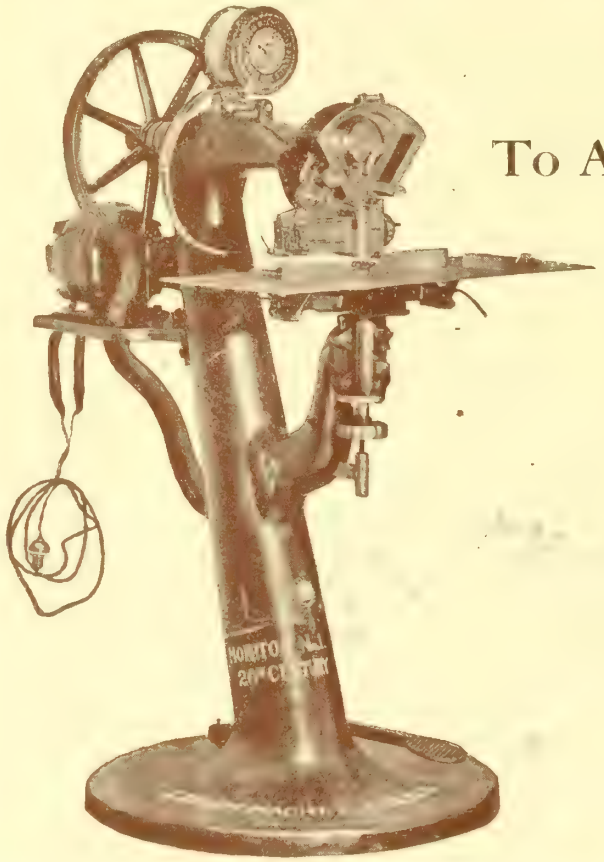
Graphic Arts Machinery, Limited

(Canadian Distributors—Exclusively in Eastern Canada)

Offices and Display Rooms, 366 Adelaide Street West, Telephone Adelaide 2490, **Toronto**

The Lee Press and Diamond Power Cutter can be seen in our Display Rooms

In answering advertisements, kindly mention "The Canadian Printer and Publisher"—that's your introduction.



MONITOR
Quality Speed Service

To All Ye Who Seek Profits!

The wide range of work—2 sheets to 7/8 of an inch of paper—of which the MONITOR No. 104 is capable, together with those qualities so necessary for SERVICE which are built into all MONITOR machines, make it a worth while dividend payer in any shop where a stitcher can be used.

Know the Monitor before Buying

Manufactured by

LATHAM MACHINERY CO.

Builders of Wire Stitchers for Thirty Years

1153 Fulton Street, Chicago

These machines are carried in stock and demonstrated by:

Graphic Arts Machinery Limited
366 Adelaide Street West, Toronto
Exclusive Canadian Distributors

FOREIGN REPRESENTATIVES

John Dickinson & Co. . . . . Cape Town, South Africa
Dawson, Payne & Elliott, Ltd. . . . . Otley, England
Fonderie Caslon . . . . . Paris, France
Lettergieterij "Amsterdam" . . . . . Amsterdam, Holland
Carmichael & Co., Ltd. . . . . Sydney, Australia

Hartford, National and Liberty Printing Presses

Hartford Embossing, Cutting and Creasing Presses

WE INVITE those interested in equipment of this kind to visit our show rooms and see the improvements and conveniences for the highest efficiency not to be had on presses of other makes.

Thorough distribution of ink being the prime factor in good printing, and rigidity of impression being of equal importance, nothing has been left undone to make these leading features of our machines. The merits of these and other improvements are demonstrated in detail with a view to enabling prospective purchasers to understand their advantage and correct operation.

In the matter of facilities for the efficient production of the better class of work, we freely claim that these presses lead all others of similar style. And in design, construction and durability, we believe there are no better made.

During the past few years these presses have been perfected to a high degree. Larger and better facilities have been provided for their manufacture, and we now feel justified in claiming for them first place in their respective fields.

Appreciation of the good qualities of these excellent machines is amply evidenced by the growing demand from printers and box makers throughout the world.

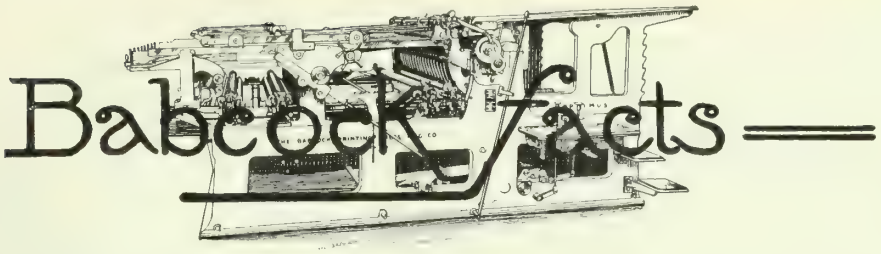
We recognize no comparison of our prices with those of machines of unequal facilities and we confine our competition entirely to quality and service.

Carried in Stock and Demonstrated by

Graphic Arts Machinery, Limited

366 West Adelaide Street, TORONTO, CANADA

Exclusive Canadian Distributors



—Keeping Constantly in Touch with Mechanical Progress Will Change ANY "Printshop" into a MANUFACTURING PLANT

A THOROUGH investigation of the modern operating advantages of UNIVERSAL EQUIPMENT BABCOCK PRESSES will show quite clearly why the printer who does not use them cannot successfully compete with the Manufacturer of Printing who does.

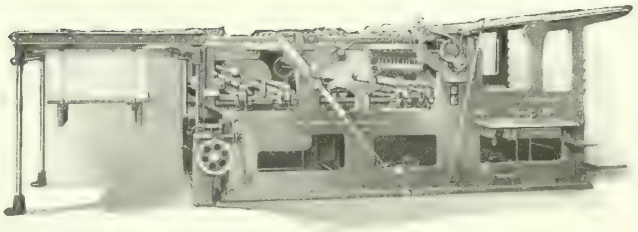
THE BABCOCK PRINTING PRESS MANUFACTURING COMPANY

New London, Conn. 38 Park Row, New York

MILLER & RICHARD

Sole Agents for Canada

TORONTO WINNIPEG



ONE HUNDRED YEARS OF LEADERSHIP

For a Full Century HOE *on a Printing Press*

Has been the Hall Mark of Quality and Supremacy

One Hundred Years ago the House of Hoe started building Printing Machinery. Since then *every Development of Importance* in Newspaper and Magazine Presses has been brought out by R. HOE & CO. Practically *every Invention and Improvement* that has made the modern Newspaper Press possible is the result of *Hoe Initiative*, *Hoe Ingenuity*, and *Hoe Perseverance.*

STRIP ANY NEWSPAPER PRESS OF ITS MECHANISM—WHAT IS LEFT?

The Latest Hoe Development, the Superspeed Press, equipped with the Hoe Patented Automatic Pump-System of Ink Distribution, is the

Supreme Achievement of a Century of Endeavor

Condensed Chronological History of the Newspaper Press:

1822—The Smith press—the first hand press in which the toggle-joint principle was employed—designed by R. Hoe & Co.
1827—Washington hand press, introduced by R. Hoe & Co.
1830—First flat-bed and cylinder press ever used in the United States, made by R. Hoe & Co.
1832—Single-cylinder and double-cylinder hand-fed flat-bed presses first made in the United States by R. Hoe & Co.
1845-6—Rotary, type-revolving machines, for newspaper printing, invented by Richard M. Hoe.
1856—Ten-cylinder, rotary, type-revolving newspaper machine manufactured by R. Hoe & Co.
1861—First successful curved stereotype plate in America, used by the New York Tribune and made from machinery built by R. Hoe & Co.
1871—R. Hoe & Co. brought out first roll-fed continuous-printing rotary press with gathering and delivering cylinder.
1874—First four-page-wide newspaper press made by R. Hoe & Co.
1875—Rotating blade folding cylinder patented by Stephen D. Tucker, of R. Hoe & Co.
1876—First newspaper rotary web perfecting press with rapid folding and gathering mechanism exhibited by R. Hoe & Co., at the Centennial Exhibition in Philadelphia.
1876—R. Hoe & Co., acquired patents for devices by which webs of paper could be turned over after printed on one side and the reverse side presented to the printing cylinder.
1880—First Rotary magazine web perfecting press printing from curved stereotype plates made by R. Hoe & Co.
1880—Tapeless delivery introduced by R. Hoe & Co.
1881—R. Hoe & Co., introduced the triangular former folder thus making possible the modern high-speed newspaper press.
1882—First supplement-inserting press and first machine with two printing sections at right angles to each other made by R. Hoe & Co.
1885—Angle bars for turning webs of paper introduced and patented by R. Hoe & Co.
1887—Endless belt for automatic paper feed control introduced and patented by R. Hoe & Co.
1887—Combination collecting and cutting cylinders invented and patented by R. Hoe & Co.
1887—First quadruple (or 32-page) press with two folders, made by R. Hoe & Co.
1888—First three-page-wide press made by R. Hoe & Co.
1888—Automatic spring tension device for equalizing strain on paper web, invented and patented by R. Hoe & Co.
1889—First sextuple (or 48-page) press made by R. Hoe & Co.
1889—Staggered cylinders introduced and patented by R. Hoe & Co.
1889—Transverse collecting introduced by R. Hoe & Co.
1891—Rotary wire-stapling mechanism for fast-running presses invented and patented by R. Hoe & Co.
1892—First newspaper press with four-roller ink distribution, for fine half-tone printing, made by R. Hoe & Co.
1893—First multi-color rotary press made by R. Hoe & Co.
1893—Hoe quadruple newspaper press given highest award at the World's Columbian Exposition.
1895—First octuple (or 64-page) newspaper press made by R. Hoe & Co.
1895—First combination newspaper and color rotary press made by R. Hoe & Co.
1897—Adjustable spring-seated propellers introduced by R. Hoe & Co.
1897—First rotary newspaper press five-plates-wide made by R. Hoe & Co.
1899—Late news devices introduced by R Hoe & Co.
1899—Reversible cylinder for color printing invented and patented by R. Hoe & Co.
1899—V paper brakes invented and patented by R. Hoe & Co.
1900—Central folder design of rotary press, invented and patented by R. Hoe & Co.
1900—Adjustable segments for folding cylinders, invented and patented by R. Hoe & Co.
1901—First double sextuple (or 96-page) newspaper press brought out by R. Hoe & Co.
1902—First double octuple (or 128-page) press brought out by R. Hoe & Co.
1902—X-design newspaper press, invented and patented by R. Hoe & Co.
1904—Hoe Central folder newspaper press awarded Grand Prize at the Louisiana Purchase Exposition.
1905—First adaptation of automatic feeder to a rotary press for associating with the product previously printed covers and insert sheets, made by R. Hoe & Co.
1906—Tubular cylinders introduced and patented by R. Hoe & Co.
1907—First combination double octuple newspaper and color press, with reversible cylinders and offset rolls, made by R. Hoe & Co.
1908—High-speed rotary camless folder perfected by R. Hoe & Co.
1908—Safety locking knife box invented and patented by R. Hoe & Co.
1908—Automatic self-oiling boxes for high-speed presses introduced by R. Hoe & Co.
1912—R. Hoe & Co., perfected and introduced "Simplex" type newspaper press designed especially for smaller city dailies.
1912—1919—R. Hoe & Co. first used independent horizontal nipping roller drive, independent horizontal drive for folding cylinders and independent horizontal drive for delivery fans.
1912—First intaglio rotary web press in the United States made by R. Hoe & Co.
1914—First Universal-Unit color and black newspaper press built by R. Hoe & Co.
1915—Hoe 12-cylinder Universal-Unit combination color and black-newspaper press awarded the Grand Prize and Gold Medal of Honor at the Panama-Pacific Exposition.
1915—R. Hoe & Co. developed and patented automatic ink pumping mechanism for high-speed newspaper presses.
1915—"Superspeed" rotary camless folder perfected by R. Hoe & Co.
1915—First "Superspeed" rotary newspaper presses equipped with ink pumps, solid steel cylinders with roller bearings 7-inch form rollers and brakes on cylinders, built by R. Hoe & Co.
1917—1918—R. Hoe & Co. engaged in the manufacture of gun mounts for the United States Navy.
1919—R. Hoe & Co., perfected and introduced improved low-type unit newspaper press with "Superspeed" folding mechanism.
1919—Receding margin bars first used and patended by R. Hoe & Co.
1920—First 20-Cylinder Multi-Color Press built by R. Hoe & Co.
1921—Further development and improvement of "Superspeed" and "Unit-Type" machines.
1922—First 24-Cylinder Multi-Color Press, the largest individual newspaper press in the world, built by R. Hoe & Co.

R. HOE & CO.

504-520 Grand Street, New York City

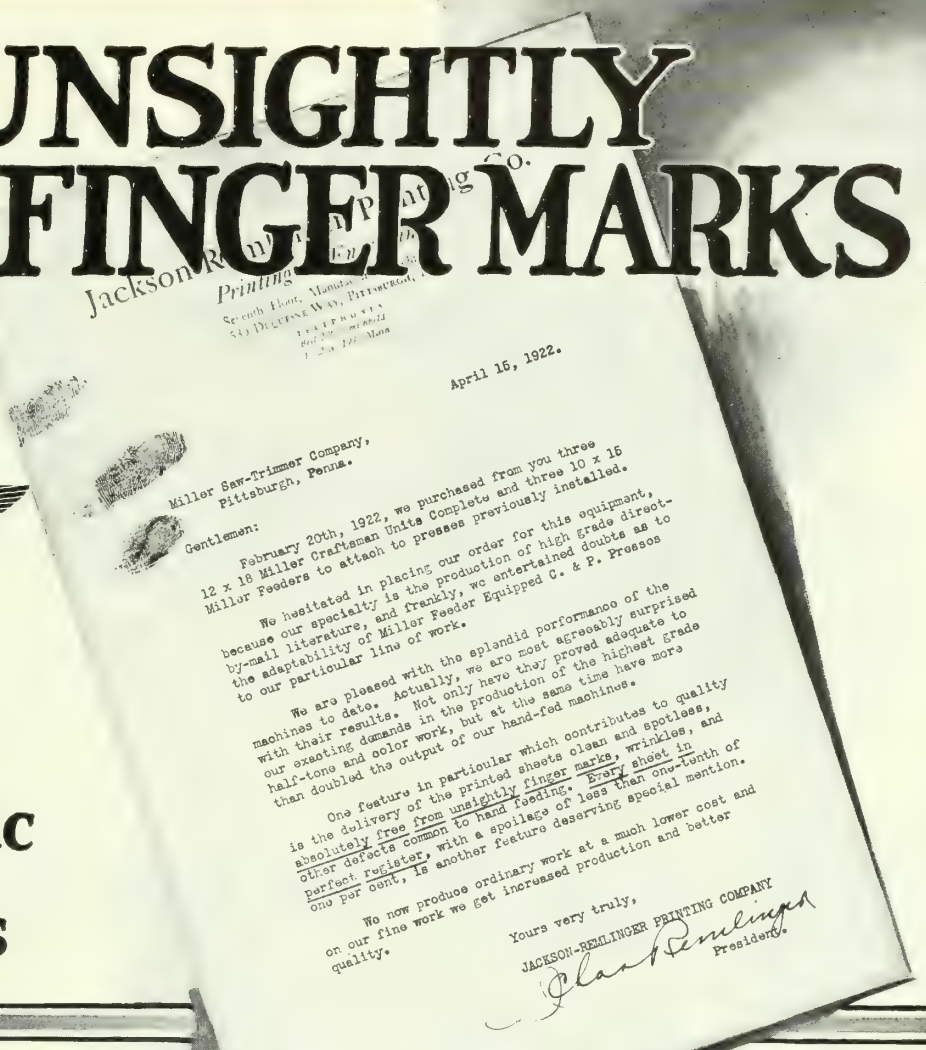
7 South Dearborn Street
Chicago, Ill.

109-112 Borough Rd.
London, S. E. 1, Eng.

7 Water Street
Boston, Mass.

No UNSIGHTLY FINGER MARKS

with Miller *Automatic* Feeders



April 15, 1922.

Miller Saw-Trimmer Company,
Pittsburgh, Penna.

Gentlemen:

February 20th, 1922, we purchased from you three 12 x 18 Miller Craftsman Units Complete and three 10 x 15 Millor Feeders to attach to presses previously installed.

We hesitated in placing our order for this equipment, because our specialty is the production of high grade direct-by-mail literature, and frankly, we entertained doubts as to the adaptability of Miller Feeder Equipped C. & P. Presses to our particular line of work.

We are pleased with the splendid performance of the machines to date. Actually, we are most agreeably surprised with their results. Not only have they proved adequate to our exacting demands in the production of the highest grade half-tone and color work, but at the same time have more than doubled the output of our hand-fed machines.

One feature in particular which contributes to quality is the delivery of the printed sheets clean and spotless, absolutely free from unsightly finger marks, wrinkles, and other defects common to hand feeding. Every sheet in perfect register, with a spoilage of less than one-tenth of one per cent, is another feature deserving special mention.

We now produce ordinary work at a much lower cost and on our fine work we get increased production and better quality.

Yours very truly,
JACKSON-REMLINGER PRINTING COMPANY
President.

Every Sheet in Perfect Register



USER Knowledge Is Indisputable

THE GOOD LETTER reproduced above not only sets forth many of the SPLENDID MILLER FEEDER ADVANTAGES, but of greater importance, it expressses the recently acquired *Miller User Knowledge and Confidence* of one who, until he became a *Miller User,* entertained doubts of *Miller Automatic Feeder Efficiency and Economy.*

YOU TOO, may be in the *doubtful class,* and sacrificing daily the super-quality product and extra profits *Miller Feeders* insure. If so, why hesitate longer? Request the complete Miller Story to-day. It is interesting and may pave the way to the most profitable investment you ever made—explains how you can put *Miller Feeders* on your payroll and let them pay for themselves.

Canadian Agents
Except in Province of British Columbia

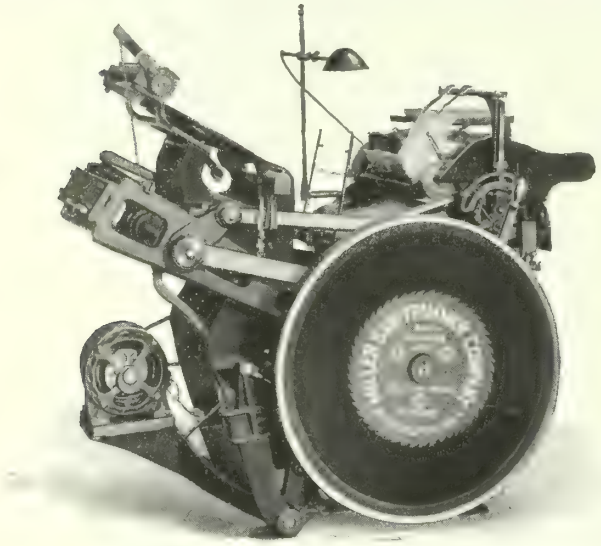
Miller & Richard

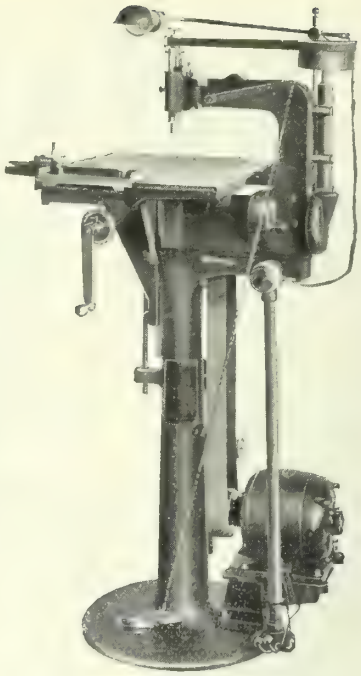
Toronto - Winnipeg

MILLER SAW-TRIMMER COMPANY, Pittsburgh, U. S. A.
Atlanta Boston Chicago Dallas New York Philadelphia San Francisco

In answering advertisements, kindly mention "The Can adian Printer and Publisher"—that's your introduction.

MAKE it a real Christmas for your employees, and a prosperous New Year for yourself by installing one of these labor-saving and cost cutting machines in your shop.





MILLER Automatic Feeders and Saw-Trimmers are now sold in Canada exclusively by the old reliable British firm --Miller & Richard.

In answering advertisements, kindly mention "The Canadian Printer and Publisher"—that's your introduction.

THE CANADIAN

PRINTER & PUBLISHER

DEVOTED TO THE INTERESTS OF THE
PRINTERS AND PUBLISHERS OF CANADA

Volume XXXI. TORONTO, DECEMBER, 1922 Number 12

Follow Instructions

Advertising Agencies Appreciate Efficient Handling of Copy — Instances Cited Illustrating the Necessity of Care in the Composing Room

By H. A. DANFORTH, Toronto

THEORETICALLY the results which an advertiser secures from a publication should be the only thing to make him continue using space. Actually, many other factors enter into consideration.

To begin with, it is a real problem to distinguish just which mediums are producing the business. In lieu of definite information individual judgment is practically the only gauge. Right here is where personal prejudice plays a great part. Irritating relations with a periodical quickly warp judgment. And *vice versa*. Courteous, willing service paves the way for a statement of the publication's worth.

When the publication as a whole and each member of its staff always appears to be trying their utmost to give satisfaction to the advertisers, the latter naturally feel that that particular medium is a good one and, other things being equal, will certainly be sure to give it preference, when choosing between it and a competitor whose service is not all that it might be.

One part of a publisher's service that goes far towards increasing or decreasing a medium in the advertiser's eyes is the handling of advertising copy. While some publications invariably seem to give satisfaction in this respect, with others it is a constant source of irritation.

A Toronto advertising agency sent certain newspapers an advertisement for a well known American advertiser. The copy was roughly laid out on newsprint; headings were merely indicated by sketchy lettering. Yet every caption and block of copy was specifically requested to be set in exact sizes of designated type faces. It seems rather obvious that the agency desired the composing rooms to "follow copy," even without seeing the letter also sent each paper, asking them to be particularly careful to do so. The advertisement ran in twenty-two different newspapers. Actually only seventeen faithfully followed their instructions. Three followed in so far as the headings were concerned, and the other two apparently thought it unnecessary to pay any particular attention whatsoever to the layout sent for their guidance.

To appreciate why the agency was so particular about the manner in which this advertisement was to be set, consider the campaign as a whole. The advertiser was conducting a series of special sales throughout Canada and the United States. As the advertising was addressed to each community individually, mentioning particular names and events of strictly local interest each paper must, of necessity, do its own composing. Copy also had to be individually written. In order to tie up the complete campaign standard typography was desired. The Toronto advertising agency was given details of the campaign and supplied with a proof from an American paper. The agency maintained great care to keep the reading matter of a certain length in each case so as to allow all advertisements to appear with the same size and face of type for each line of copy. Length of headings were exactly measured and marked for type each paper was known to have and which would come nearest to the desired effect.

When one has all these particulars before him it seems quite reasonable that the agency should get what they wanted even if it did mean a few minutes extra time in composing. The first three papers which did not adhere to their instructions probably were not using the designated type in their typesetting machine at the moment and felt it unnecessary to take the trouble to "change over." But doesn't such a way of looking at things seem a mistake! One can imagine that the agency would hardly feel like entrusting them with a similar job in the future.

The intention of the other two papers were possibly better—in so far as the composing room was concerned at least. Doubtless they felt that they were doing the advertiser a good turn by improving the appearance of his ad. But poor judgment was displayed. A glance at the layout should have convinced them the writer of the copy had a definite idea in mind which should have been carried out to the letter.

Many and varied are the styles of copy compositors are required to handle. Taken as a whole it seems rather hard to determine just what the average advertiser really wants. Yet taken individually, as types, their definite desires are not so hard to decide.

In the instance given above, for example. An advertising agency knows almost exactly what treatment their copy is likely to secure from each publication. It knows from experience the value of giving a good printer his head and when reasonably sure of getting what it wants under such conditions, would much prefer to leave the choosing of type to the printer. This being the case it can be taken pretty well for granted that when an advertising agency specifies a particular size of type or a particular face, they do so with a definite object in view.

The advertiser who writes his own copy is usually in a class by himself. Rarely knowing one type face from another, he generally has an extremely hazy idea of how he wants the finished advertisement to look. This is where expert assistance is absolutely essential to good results. A printer with a really good sense and knowledge of typography can produce satisfactory results from poorly thought out, poorly written copy if he is willing to make the effort

All writers of advertising can be resolved into two groups—those who know typography and those who do not. The copy they prepare tells almost invariably to which group each belongs. The man who knows has a definite picture in his mind of how

he wants the finished advertisement to appear. From such a start he naturally makes a layout which will, if followed, give the desired effect. If he desires the finished ad. to be exactly as he has visualized it, he will, of course, specify just what type to use. If he wants only the general effect, the appearance of the layout will tell what that effect is. If the layout "balances" and the amount of copy to go in each part seems logical, it stands to reason that this is not the haphazard result of guesswork but the comprehensive instructions of a man who knows what he is doing. Therefore the printer should follow copy. No one without practical experience can layout an ad. in the same manner as an expert would. Even to letter a dozen words in a given space requires practice. The work of a novice or inexperienced ad-writer is not difficult to detect. It lacks method and "finish." Experienced compositors easily recognize this class of copy and with such copy the compositor as a matter of necessity, takes the liberty of exercising his talent.

Once a campaign is well initiated and no longer to be regarded as "casual advertising" the problem of discrimination becomes comparatively simple. The printer is well advised to maintain the same style of set-up all the way through each series unless otherwise instructed. Nothing is to be gained by changing and much good will may be lost.

Judgment, not rule of thumbs, is what constitutes good composing service. Judgment not only of what will make the best appearing advertisement but also of what will best meet the space users' requirements. Consider these two words "Judgment always" as a motto. Hang them on the wall of your mind. Keep them before you, and live up to them on every job.

Another factor that becomes of considerable importance in giving advertisers good service is office routine: the manner in which advertising copy is handled upon its arrival in the office of the publishers. It frequently happens that advertisers or their advertising agents fail to get copy into the hands of the publishers until the last possible moment. While this practice is regrettable it is hardly possible for any publishing house to remedy it. Frequently indeed it is impossible for the copy to be sent in sooner. It is an existing condition and therefore must be taken into consideration. Here is an example of the great disappointment for which the tardy sending in of copy can be responsible in the case of advertisements requiring a specific set up when the publishers' office routine is not all that it might be.

A proof from a Toronto daily was sent to a big paper in a nearby town with instructions to run the ad two days later and to follow copy exactly. The proof was entirely display, consisting of not more than twenty-five or thirty words and using twelve hundred lines. It can readily be seen therefore that any variation in typography would greatly change the appearance of the ad.

The composing was quickly done and proofs mailed to the agency handling the account. One glance at the proofs was sufficient to show a total disregard to instructions. Instead of following copy the compositor had set the ad. according to his own ideas. The original proof had been set in two faces only Cheltenham Bold and Cheltenham Bold Italics. In checking the proofs from the out-of-town paper it was found that no less than five different faces had been used; and none of these belonged to the Cheltenham family.

By the time the agency got its long telephone call through to the publisher, the paper was on the press and nothing could be done to remedy the matter. Here was a pretty mess. The advertiser was a very fussy individual and would undoubtedly demand a reckoning from the agency the moment he saw the advertisement. Knowing this only too well it is not hard to imagine what the agency's feeling were toward the paper on whose shoulders the blame really belonged.

Instances such as this can hardly be said to improve the relations between the publishers and their customers. Yet many, many publishing houses use a similar office routine to that responsible for this error. This is what had happened. The agency on their insertion order typed their instructions as to how this ad. was to be set. They also wrote a letter to give these instructions further emphasis. The publisher detached the insertion order from the copy and put it together with the letter, into the files in the office and sent the copy and layout to the composing room. The composing room although possessing the type specified, had on hand type which it was thought would greatly improve the appearance of the advertisement, and used it. The result was that the agency felt that the publisher had simply ignored their instructions. Why, oh why, couldn't that publisher's office routine have required that the office staff make sure that the instructions contained on the insertion order were sent to the composing room? How can an advertising agency be expected to know just how all the hundreds of different mediums they do business with are going to route their orders through the office to the composing room.

The writer at one time was associated with a newspaper which had occasion to boost its advertising rates. The agencies were regularly informed of the new rates. To the surprise of the publisher the following reply was received, "Your new rates are accepted. We do not know of any other paper more deserving of the increase you have asked. Your efficient service is appreciated, we are pleased to remark."

Advertising agencies aim first and foremost to place advertising where it will reap the most benefit for their clients. They are more than a little inclined to the belief that the newspapers which give efficient service are the most profitable to all concerned. Therefore the publisher who is anxious to retain and increase his agency advertising should aim to give close attention to performing efficient service or at least service that is as fault-free as possible.

Keeping a Check on Orders

In a business which does quite a bit of advertising, there is always a large quantity of printed matter in the process of manufacture. Only the advertising department itself knows how often each day comes the query over the telephone or in a letter: "How is that folder on the new circuit breaker getting along?" The usual way to answer the inquiry is to call up the printer or to call the young man whose duty it is to follow up the printing orders. Both ways take up time and are seldom satisfactory. To provide a definite check on all orders in every stage an electrical manufacturer devised a special record card.

When an order is ready for the printer, the dummy, copy, and cuts are given to the employee in charge, who makes out a card in duplicate covering the job. One of these 3- by 5-inch cards is put in a record-filing cabinet in the office and the other goes to the young man whose duty it is to visit, call up, or write the printers at regular periods. On the card there are spaces for the title, the publication and order numbers, the dates wanted and finished and other data.

As the job progresses, the different steps are noted. This information is daily transferred from the duplicate card to the file card. When an inquiry comes in, it is easy for the one answering it to turn to the file, refer to the proper card, and tell at a glance just how far along the job is.

Assigning a wanted date as soon as the order is made out, helps materially in getting back the work on time. Besides, there is no need for marking every printed order "rush," which would have the effect of canceling the real meaning of the word. Giving a definite date helps the printer to arrange his work and to save last-minute telephone calls and telegrams to rush the work, which often mean to scrimp the "make ready" and produce poorer work.

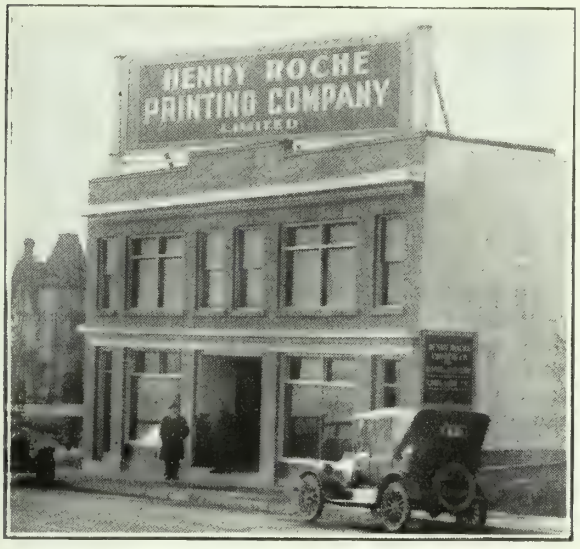
Color for Emphasis

Green colored billheads and envelopes form a part of the method which the credit manager of a furniture store uses to whip overdue accounts into line. He feels that the color not only stands out from the white, but that it may easily serve as a reminder of the green cash desired in return. At least his returns from the use of the colored stationery would indicate some such connecting thought in the customer's mind. Printers can suggest just such a "stunt," in different forms to many local business men, and thus stimulate more interest in making the printed matter more effective.

Enterprising Edmonton Printer

NOT discouraged by the business depression which prevailed in May, 1921, the Henry Roche Printing Company, Limited, commenced operations in Edmonton, Alberta. Starting with a comparatively small plant in the basement of a down-town building, it soon became necessary to enlarge the quarters occupied by this enterprising concern. More space in the same building was secured at the beginning of the present year, but it soon became apparent that it was a case of ceasing to expand or move out—and the latter course was adopted.

The Company secured a building on 102nd Street, just



The Henry Roche Printing Co., appreciate the value of advertising; note the striking sign on the top of the building. Another sign equally as prominent is located across the street.

south of Jasper Avenue, which proved to be ideal for the purpose. Lighted by skylights and occupying 50x150 feet of space, the new premises fulfill all the requirements of light and room, for a modern printing establishment. No artificial light is required in any part of the building during the daylight hours and the commodious business offices provide a magnificent view of the beautiful Saskatchewan Valley.

Recently a new model "C" Intertype was added to the plant, making a battery of two first-class type-setting machines. A new No. 7 Optimus Press and a Miller Feeder are among the other new machines which have been recently acquired by the firm, and these have brought the plant to a state of efficiency which enables the Henry Roche Printing Co. to produce the highest class of letterpress printing.

Henry J. Roche is president and Managing Director of the Company, Elmer E. Roper, vice-president, and P. J. Maher, secretary-treasurer. George H. Frederick is employed as superintendent of the mechanical departments. The firm publishes the *Alberta Labor News*, the official paper of organized labor in the Province, which is edited by Mr. Roper.

Readers Prefer News

The relation between the news and the advertising services of a daily newspaper were dealt with by E. J. Archibald, executive editor of the Montreal *Daily Star*, in an address recently delivered before the Montreal Publicity Association.

Good news service rather than the volume of its advertising should form the foundation of a large newspaper, the speaker claimed.

The public buy the newspaper which offers the most readable and informative news. Consequently the advertisers are anxious to obtain display space in this newspaper.

In referring to newspaper work, the editor stated that it is difficult to determine what class of work it is. Some said it was not a trade, and others would not regard it as a profession He personally was at times inclined to the belief that it was hardly a means of livelihood.

The status of the newspaperman has changed considerably in the last century, Mr. Archibald claimed. The running of a successful newspaper is now regarded as a great industrial undertaking.

Commenting on oft-heard charges that the newspaper is commercialised nowadays, he claimed that neither the church nor politics were free from business considerations, and if the newspaper sinned in this respect, it did so in good company. It was better for a newspaper to support itself by selling its space to honest competitors than for it to be run by a government or individual.

Mr. Archibald referred to the mistaken belief of many that a newspaper is influenced by advertising considerations. History has proven this assertion absolutely false, he claimed. It was news that sold the newspaper, Mr. Archibald pointed out. News had to be clean and untainted. The ultimate journalistic sin was tampering with news.

Free Lance Writers Complain

That Canada is not a profitable country for free lance writers, and that they were not being treated quite fairly by the Canadian publisher and editor, was the gist of a short speech delivered by Alfred Buckley to the members of the Ottawa branch of the Canadian Authors' Association, at the monthly dinner held on November 21.

Mr. Buckley contended that many Canadian authors were made to suffer considerable hardship through the treatment meted out to them by publishers and others. Mr. Buckley suggested a court of appeal within the association to which writers might submit their specific instances of bad treatment by publishers and editors, so that pressure might be brought to bear to obtain better consideration. An instance was given by the speaker, of a brother writer who had recently left for New York to try his fortunes there, having been driven to do so through the kind of treatment Mr. Buckley complained of, some of which consisted in non-payment for articles which had been published.

Acquires Interest in Midland Free Press

C. Kerr Stewart, who has been a member of the staff of the MacLean Publishing Co., Toronto, for the past eighteen months, has acquired an interest in the Midland Free Press, of Midland, Ont. Mr. Stewart entered his new field of activity December 11 and will be associated with Alfred Wilkes, editor of the Free Press, in promoting the interests of the paper and building up the commercial printing department of the business.

Mr. Stewart is a highly qualified printing executive. He is of the modern school, has thorough knowledge of present day printing requirements and possesses the ability to carry them into practice. As a member of the Toronto Club of Printing House Craftsmen he accompanied the Toronto delegates to the Boston convention last summer and was noted for his activities in bringing the club into prominence on this occasion.

In the weekly field at Midland, Mr. Stewart will be on familiar ground. He received his first experience in publishing on a weekly paper, the Chatham World, Chatham, N.B. From Chatham he went to Fredericton, where he secured his first experience in daily newspaper work.

Following a number of years of experience in various printing centers, he accepted a position as manager of the St. Maurice Valley Chronicle, Three Rivers, Que., after which he joined the staff of the MacLean Publishing Co.

While manager of the St. Maurice Valley Chronicle, Mr. Stewart was elected to the Board of Directors of the Canadian Weekly Newspapers' Association and took an active part in advancing the interests of the association.

Midland has gained a capable man of affairs, and the Free Press has secured a man whose abilities will undoubtedly be reflected in the future progress of the paper.

Owns Three Weeklies

REV. L B. HENN, of Dinsmore, who has been publishing the "Christian Messenger," a monthly periodical with a provincial circulation, has become the editor and publisher of three weekly papers. He recently acquired the Dinsmore Enterprise, The McCrorie News and The Wisetown Messenger, all of Saskatchewan.

Twelve years ago Rev. Henn came from England to take up pastoral work in the Methodist church, which is still his life



REV. L. B. HENN

work and his appointment covers the district of Dinsmore. A year ago he set out to publish a small parish paper in connection with his circuit work. The Christian Messenger gradually developed and circulation extended. At one time Rev. Henn was a printer and the lure of the press room encouraged him to acquire the above papers when their publisher caught the pioneer fever and wished to go elsewhere. The new ventures will not interfere with Rev. Henn's ministerial duties, as he has an efficient staff looking after his publishing interests. He admits his growing family of six children was a factor in deciding the move.

C. Lawrence, former owner of the Dinsmore Enterprise, has removed to the new town of Ridgedale, Sask., where he is organizing a company to launch publishing interests in that district.

German Money Printing

From Berlin comes the news that, owing to the frequent inability of the government presses to keep pace with the demand for notes of smaller denominations, several of the larger industrial firms are making their own paper money. On payday these notes are given to the workmen, who are able to exchange them for goods, the firms, of course, guaranteeing to redeem the notes later. The great firm of Krupp took the lead, and, incidentally, have put to shame the designers and printers of government paper money. Employing their own artists, engravers and printers, they are circulating notes artistically superior to what so far has come from the government presses.

In Capable Hands

ANNOUNCEMENT in the New Brunswick *Royal Gazette* of the incorporation of The Moncton Transcript Limited, marks the final passing from one man control of the last relic of personal journalism among the 24 dailies of the Maritime provinces.

Since the death of John T. Hawke, last February, the paper has been functioning under the direction of trustees of the estate, two of whom are among the incorporators of the new company which takes over the business with an authorized capital of $99,000.

The incorporation is merely for the purpose of carrying on the affairs of the newspaper separately from the rest of the estate. There is involved no change in the actual ownership, which remains vested in the daughters and other heirs of John T. Hawke.

The new operators of *The Transcript* are Hon. Clifford W. Robinson, a man of independent fortune, who was formerly premier of New Brunswick, and is now minister without portfolio in the Foster government; Ivan C. Rand, a former Moncтonian who resided for many years in the West and is now a law partner of Mr. Robinson; and Matthew Lodge, at one time city clerk of Moncton, but for the past 30 years engaged in the development of the Albert county oilfields and who struck it moderately rich about 15 years ago.

Mr. Robinson is a man of progressive tendencies and it is predicted that under his direction the paper will experience a period of further expansion. A co-incidence in this connection is that it was from Hon. C. W. Robinson's father that Mr. Hawke bought the paper for a song over 35 years ago.

The plant which the company acquires consists of a lot of land and a brick building in one of the best locations on the main business street; a battery of five modern type-setting machines, with other equipment to match; an eight page, seven column evening newspaper of vigorous circulation and large advertising patronage; and a job printing plant which is busy the year around.

Although not strictly modern in some particulars, the layout is regarded as one of the most valuable newspaper properties in the Maritime provinces, owing to its present strong financial condition and the future potentialities of its field, as Moncton is the fastest growing town in the Maritimes to-day.

The property is valued for assessment purposes at about $35,000, but its actual value as a going concern is believed to be nearly three times that amount.

Weeklies to Assist Professor

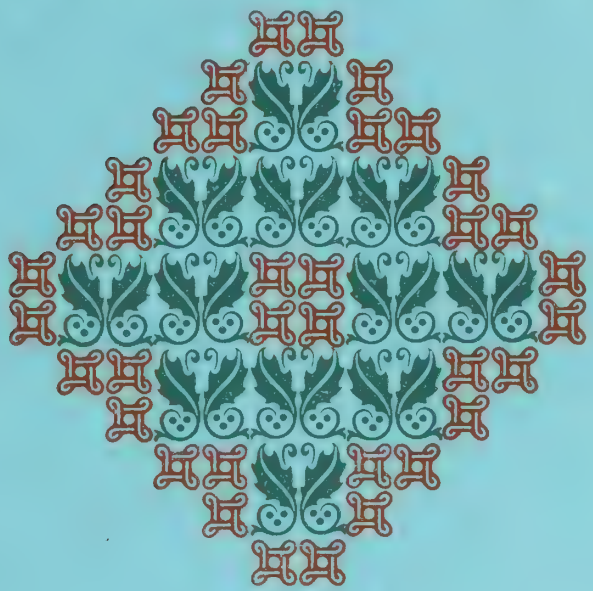
A proposal that the rural weekly newspapers of Saskatchewan co-operate in the scheme to secure the life history of pioneers to be compiled by Prof. Morton of the University of Saskatchewan was endorsed at a meeting of the executive of the Saskatchewan Press Association held in Regina last month. Other matters brought up for discussion were the membership fees and the necessity of co-operating more with headquarters of the Canadian Weekly Newspapers Association at Toronto.

It was decided that the attorney-general and the public works department be asked to make provision for accommoation for the press at sittings of the King's Bench Court at various points in the province.

A committee was appointed to make arrangements for a programme and speakers for the next annual convention, the date of which has not yet been set, and S. N. Wynn, of Yorkton, and C. G. Buchanan, of Weyburn, were appointed a parliamentary committee.

The following attended the meeting: S. N. Wynn, Yorkton; J. McDonald, Unity; C. R. McIntosh, North Battleford; C. G. Buchanan, Weyburn; N. E. Carter, Wilkie; H. T. Halliwell, Estevan.

The Greatest Message

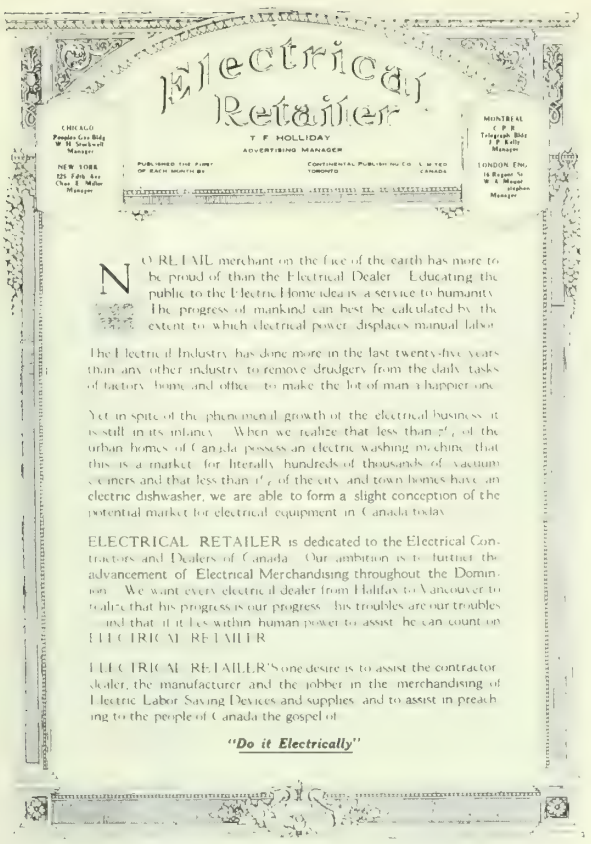


The Greatest Message

IF type had never done aught for the service of mankind save once a year to forward the Christmas Message around the world, that one service alone would justify its existence. Through all the changes that have come to races and nations, the summons stands without change and needing none—

Among Men, Good Will

The typography for this Christmas Message was designed for the Canadian Printer and Publisher, by the Department of Linotype Typography, through the services of the Canadian Linotype Limited. The entire page was composed direct from the keyboard with Linotype matrices.



Electrical Retailer

T. F. HOLLIDAY
ADVERTISING MANAGER

NO RETAIL merchant on the face of the earth has more to be proud of than the Electrical Dealer. Educating the public to the Electric Home ideal is a service to humanity. The progress of mankind can best be calculated by the extent to which electrical power displaces manual labor.

The Electrical Industry has done more in the last twenty-five years than any other industry to remove drudgery from the daily tasks of factory, home and office — to make the lot of man a happier one.

Yet in spite of the phenomenal growth of the electrical business it is still in its infancy. When we realize that less than 5% of the urban homes of Canada possess an electric washing machine, that this is a market for literally hundreds of thousands of vacuum cleaners and that less than 1% of the city and town homes have an electric dishwasher, we are able to form a slight conception of the potential market for electrical equipment in Canada today.

ELECTRICAL RETAILER is dedicated to the Electrical Contractors and Dealers of Canada. Our ambition is to further the advancement of Electrical Merchandising throughout the Dominion. We want every electrical dealer from Halifax to Vancouver to realize that his progress is our progress, his troubles are our troubles and that if it lies within human power to assist, he can count on ELECTRICAL RETAILER.

ELECTRICAL RETAILER'S one desire is to assist the contractor dealer, the manufacturer and the jobber in the merchandising of Electric Labor Saving Devices and supplies, and to assist in preaching to the people of Canada the gospel of

"Do it Electrically"

INTRODUCTORY PAGE FROM THE FIRST ISSUE OF THE ELECTRICAL RETAILER, A NEW MONTHLY PUBLICATION ISSUED BY THE CONTINENTAL PUBLISHING CO., TORONTO.

The *Electrical Retailer* is to be devoted to the interests of the electrical retailers and contractors of Canada. The inaugural number contains fifty-eight pages, exclusive of the cover. Nine pages of advertising are carried in this issue besides advertisements on the inside-front, inside-back, and back-cover positions. The front cover bears the title and the names of the leading articles. It is printed in red and black. The inside pages are set in three columns. Ten-point old style type, a very readable and pleasing face, prevails throughout the paper. A relative type face is employed in the headings, Caslon Bold. Caslon Bold is also used in subheads. The typography throughout is of a high order. Nearly every page bears interesting illustrations in half-tones or line-cuts, and being printed on a fine quality of paper, they appear to the best advantage.

The publishers of the Electrical Retailer have reason to feel well satisfied with the appearance of their new publication.

Praises Montreal Gazette

Speaking at St. Lawrence University recently on the subject of Personalities of American Newspapers, Harold B. Johnson, editor of the Watertown (N.Y.) Times, paid the following tribute to the Montreal Gazette: "Here is the Montreal Gazette. It is the greatest daily paper of Canada and always has been. It is British, yet it is American. It has been run continuously since 1778, and Benjamin Franklin was indirectly responsible for its appearance. Franklin and a group of colonists went to Montreal in '76 carrying with them a printing outfit from Philadelphia, their purpose being to win over Canadians to the Continental cause. They published several volumes in the old Chateau de Ramsey and when they gave up their mission to return to Philadelphia one of the printers remained and three years later he established this great newspaper with the printing outfit that came from Philadelphia. The Gazette had its beginning in the same way that so many of the older papers were established, in a propaganda movement in behalf of some cause. To-day it impresses itself on the entire British possessions as a herald of empire solidarity."

First Canadian Newspapers

THE "Early Canadian Newspapers" was the subject of a most interesting review by Dr. Adam Shortt, of the Dominion Archives, before the Arts and Letters Club at Ottawa.

Events associated with the foundation of early Canadian newspapers and the vicissitudes which marked their publication, under what were usually most trying conditions, were related from the time when Brown and Gilmour of Philadelphia, established the *Gazette* in Quebec in 1764, down to William Lyon Mackenzie's connection with the Colonial *Advocate* at Queenston, Ont., the offices of which were ransacked during the rebellion of 1837.

In his rambles through the field of early Canadian newspapers, Dr. Shortt described in a fascinating and at times humorous manner incidents connected with the early publications and conditions both political and social which prevailed at the time. Describing the atmosphere in which the early newspapers operated, Dr. Shortt paid tribute to the character and quality of the pioneer newspapers. Taking into account the conditions under which they were published, the early newspapers compared on the whole quite favorably with any newspaper of the present time.

Cable service and telegraph facilities were undreamt of when the Quebec *Gazette* and the other early Canadian newspapers came into being. News gathering was a problem. The Quebec *Gazette* published its first issue on June 21, 1864; English copy and French translations being published in parallel columns. Brown's idea was to cement friendship between the two races. The news, mostly foreign and European, was picked up from newspapers published in New York and Philadelphia. With the freezing up of the St. Lawrence and the closing of navigation, this source of news was cut off for several months in the year. The editors had to lay in a store of provender for the winter months. They also issued an appeal stating that original articles in prose and verse would be accepted. The articles were usually of astonishing quality, which was attributed to the fact that few people of mature years had been educated in Canada. Then again, there were a number of broken-down literary men unable to make things go in the old country who drifted out to the colony. Their talent was available.

Resenting the Stamp Act, Brown and Gilmour suspended the publication of the *Gazette* until 1766. After the repeal of this Act the paper came into being again and continued, after Gilmour's death in 1772, under the leadership of Brown. In 1776, during the attack on Quebec by the American Revolutionists under Montgomery, Brown forsook the pen for the sword and assisted in the defence of the city.

In 1805 *Le Canadien*, a French paper, started up, and the next year saw the birth of the Quebec *Mercury*. In 1808 the Quebec *Gazette* was reorganized and from that date it became political and not merely a record of current history. Controversies between these three papers became so intense and of so violent a nature that it resulted in the commitment to jail by Governor Haldimand, of the editor of *Le Canadien* at his own expense for one year, refusing even to allow the prisoner to be fed at the country's expense.

Many of the early papers were known as the *Gazette* and contained little outside of government notices. Two of these sprang into being at Shelburne and at Halifax in 1800. The Nova Scotia *Gazette* was bought by John Howe and Son in 1813. Joe Howe, who was the son in this firm, was one of the shining lights amongst early newspapermen. He assumed control of the *Acadian Recorder* in 1824. This latter was the first real newspaper published in Canada.

The first King's Printer in Canada was one Sam Neilson, who succeeded the Browns on the Quebec *Gazette*.

An interesting sidelight was thrown on the history of early building in By Town by the lecturer, who stated that the earliest news of Ottawa in newspapers comes from the old copies of Joe Howe's papers and from the Montreal *Gazette*, which publishesd interesting details of the building of canals and bridges in this district. Vivid descriptions of fights at weddings, christenings and funerals in By Town were culled from these papers.

Printing Press Drives

Electric Unit System Applied to Individual Machines is the Most Economical and Efficient Method

By J. WEBSTER
Press Supervisor, Toronto Saturday Night

WHEN fashions are mentioned, the mind generally pictures right away Parisian models and millinery, but fads and fancies follow up business methods just as surely and as persistently as they do styles of dress, although probably not with the same rapidity of change.

In travelling from one end of the country to the other and studying the various pressroom equipments, it is surprising to see the number of different styles of motive power employed to run the presses. The most primitive of course is man power and the number of small country towns where the one and only weekly is turned off by means of a crank inserted in the fly wheel is remarkable. Even if the power-press should go out of order the never-failing Washington hand-press is once more resurrected.

Next to "armstrong power" comes the horse treadmill, and even in Ontario there is still an odd place where the farmer community depends on its local news being "churned out" at the dizzy pace of five hundred per hour by "man's most faithful friend." Then comes the harnessing of water power as a force to propel the shaft which in turn revolves the printing press. This type of power is not to be confused with hydro-electric but is merely a method of using the water-pressure to drive a turbine; it is interesting to note that it is utilized in one place within a few miles of Niagara Falls, the home of electric power.

Probably the power mostly used throughout rural districts is the gas-engine. Here the pressman among his other worries has to find out the many idiosyncrasies of this type of machine—and they are not a few—as most pressmen who depend on a gas-engine for power will admit.

In the larger cities, of course, all those forms of prime-movers have been thrown into the discard as relics of the past, and electricity invariably takes their place; though not until recently has it been applied as a unit to each individual machine.

In press rooms of days gone by, it was generally conceded that the "ensemble" of the staff, machines, and motive power, when working collectively and in unison, got the highest degree of production; but wiser heads, on going into detail, found and proved that like a chain it was only as strong as the weakest link. If, for instance, the motive power failed, the output was completely stopped.

A comparison of the one-motor-for-all printing establishment over the more modern single-unit-for-each-machine style of production would perhaps not be out of place here. The outstanding benefit of the latter over the former type is the saving in the cost of production of printing which can be illustrated in this way:

Take a small plant which consists of two cylinder presses and two jobbers with probably a folding machine. The motive power required to drive this battery would be around ten horse-power, allowing a margin of safety which is necessary in a case where a number of machines are driven from one motor. It is a well known scientific fact that the friction at rest is greater than the friction in motion, therefore if two or more machines are starting up together more horse-power is required to get them in motion than to keep them running, hence a fair overload has to be allowed for in your motor. In a plant of this description there are times when only part of the machinery is in operation, so that if a motor is employed which is large enough in horse-power to run 100% of the machinery, electricity is being paid for which is not being utilised in production. In an extreme case, for instance, a job might be wanted which would call for the operation of a platen press when none of the others were running, then, one would be paying for a ten horse-power equivalent when really one half is all that is needed. Again, when one motor is employed for the whole plant, the power has to be transmitted from the source of supply to each machine by means of shafting, pulleys, and belts. On figuring out the cost of initial installation all this has to be taken into consideration along with the extra power required to overcome friction as a result of using the bearings for distributing shafts. All this additional power is added to the overhead whenever the plant is even in partial operation.

Nor must it be overlooked that provision should be made for extensions to equipment, so that a further over plus of power has to be allowed for.

A unit of power-production in the press room consists of a motor, controller and control stations. The makers of these equipments reach the same objective in different ways and each have their good points with regard to installation and operation.

The experiment has been repeatedly tried of combining one maker's motor with another control system, but when this is done it is wise to have the "family electrician," provided he is an expert at his business, size up the situation, as quite often the mixing of systems upsets the primary object of simplicity of operation with low cost of installation.

A common practise is to place a controller with a handle in a convenient position to the assistant pressman, but from years of practical experience this method is not altogether a profitable arrangement, as the average operator will abuse this equipment by using the reversing switch as a means of stopping the machine quickly. This throws an overload into the motor and eventually burns out the coils, which necessitates a great expense for repairs.

The ideal equipment for a press or any machine which calls for frequent quick starting and stopping comprises a controller situated at the front end within easy reach of the pressman so that the machine is under his complete control as to speed. He should be able to set this handle at whatever speed his job calls for. Also, attached to the front end of the press itself, there should be a stopping and starting station. At the assistant's left hand another station is placed with button control, which means that to start or stop the press all he has to do is to push a button. An incher is also provided with this equipment. This is a boon when the press is being made ready as it is possible to move the machine an inch at a time by merely pressing a button on the control.

A great advantage of having a station at the front of the press under the pressman's control is that it is a real time-saver, as he does not have to catch the eye of the feeder to give a stop or start signal and many an accident to press and forms can be avoided. The trained ear and eye of the pressman will tell him when there is a sound foreign to the machine, or will see his rollers are not acting right and many a time serious trouble will be saved if a quick stop is made.

Many sheets are spoiled in the pressroom every day for lack of quick stopping and starting systems. Slugs and leads will continually pump up and often times pull right out, and as the man at the front end of the machine is the first to see when this is taking place, he should be able to make a quick stop.

One very evident and redeeming feature of this electric unit applied to each individual machine is that it is easy to keep tab on the consumption of power, as it only runs when production is taking place; hence, when the price per horse-power per hour is known, a definite charge can be placed against each job turned out.

This truly is the decade of production by units, and as the fundamental principle of this system is to have each unit trained, in the case of the individual, or perfected in the case of a machine for the designed product, so we find that the unit system of electricity is the best motive power in the pressroom

Halftones and Ben Days

"Grip Night" at Toronto Club of Printing House Craftsmen — Representatives From Toronto Engraving House Explain Intricacies of Their Work

OVER one hundred members, including a number of guests, were in attendance at the November meeting of the Toronto Club of Printing House Craftsmen, held in the Board of Trade Rooms of the Royal Bank Building, November 22. In the words of the "movies" a super-attraction was billed for the occasion.

It was "Grip Night." Three representatives from the engraving house of Grip Limited, Toronto, gave interesting and instructive demonstrations of the intricate process of producing halftones and Ben Day plates. "Kell" Perry, in a "personally conducted tour through the Grip plant" dispelled the popular belief, as far as those present are concerned at least,



CHAS. DUNNETT,
Toronto.
Elected District Representative of International Association of Printing House Craftsmen.

that photographs and drawings and chemicals are fed into the hopper of a machine which turns out finished halftones "while you wait." Mr. Perry was followed by Harry Wadland, who entertained the audience with a number of comic (extemporaneously executed) crayon drawings, making a particular hit when he sketched Alex. Munroe, superintendent of the Southam Press. Following Mr. Wadland, Carl Beal demonstrated the highly interesting art of making Ben Day plates.

Another feature which went toward making the occasion a full Grip Night was the presence of the Grip orchestra, jazz artists of the first order, or as the program put it, "Kings of Syncopation." The comic songs and jokes of entertainer Williams, one of the Jazz Kings, added to enjoyment of the occasion.

The Toronto Club of Printing House Craftsmen were asked by the president of the International Association to assume the leadership of the district embracing the Toronto, Buffalo and Rochester clubs. This meant the selection of a district leader from the Toronto club membership. The matter was considered at the November meeting with the result that Chas. Dunnet, superintendent of the R. G. McLean Co., printers, Toronto, was elected to fill this important post. Mr. Dunnet is well versed in the Craftsmen's movement and has many years' experience in printing.

Anyone who has not been privileged to witness a demonstration of photo-engraving, or anyone who has not in some other manner learned something of the process, little realizes the intricacies of the work and the number of skilled hands a plate must pass through before it is ready for the press. Many costly materials and chemicals enter into the process, which, coupled with the high cost of skilled labor, makes it necessary to charge prices for engraving that sometimes appear exorbitant to the buyer. It is to enlighten the buyer that the "Grip" have created a staff of demonstrators and lecturers on the subject.

"Kell" Perry showed by a chart thrown on the screen that the ordinary halftone engraving must go through at least twelve hands, all of which takes time and must be charged to the cost of production. The chart depicted the progress of an engraving job from the customer to the salesman, then to the docket department, from here to the engraving superintendent for inspection, then to the photographer, stripper, printer, etcher, proofer, mounter, router, finisher, and then to the shipper. With the aid of the screen Mr. Perry illustrated the work performed in each of the departments, explaining in detail the various operations.

It was demonstrated by Mr. Perry that the quality of the stock bears strongly on the results secured from engravings. Since plates can be made to suit various qualities of paper, the engraver should invariably be provided with a sample or given a correct description of the nature of the stock, then the plate would be made in accordance. It is advisable for printers to have engraver's proofs pulled on the stock to be used for the job, said Mr. Perry. Very often engravers take proofs on highly glazed paper with first-class results. This may prove misleading. For the job is printed, and if inferior stock is used, the results are far from expectations.

With information in regard to the grade of paper to be used the engraver can select a screen of proper fineness or coarseness to show up well. Screens commonly recommended:

Finest enamel papers—150-line screen.
Fine and medium enamels—133-line screen.
Medium and cheap enamels and extra smooth bond papers —120-line screen.
S. S. & C. papers, and "machine finish"—100-line screen.
Newspaper, flat-bed press—75 line screen.
Newspaper, rotary press, using stereotype plates—100-line screen.

In conclusion the speaker emphasized the necessity of the engraver and the printer co-operating so that a thorough understanding would exist in respect to each job; better results would thus be obtained and waste of time and effort would often be avoided.

It was left to Carl Beal to explain the mysteries of the Ben Day process to the craftsmen. Mr. Beal showed how it had been made possible for the engraver to secure a great variety of stipple effects and various designs without drawings through employment of Ben Day ready-made films. The process is really machine shading, said Mr. Beal. Ben Day machines are rented for a small fee to engravers by the manufacturer; the machines are never sold. They get their name from the man who first secured patent rights for their manufacture.

Among the first users of Ben Day effects in Canada was the T. Eaton Company of Toronto. They were used in Eaton's catalog, after which they became immensely popular and all manner of stunts were produced.

Before the advent of the Ben Day process solid backgrounds were the usual thing when a background was a necessary part of the picture; to-day Ben Day effects are universally used in the best grades of work.

Several illustrations of Ben Day shadings were shown on the screen by Mr. Beal, one a striking four-color advertise-

ment. Ben Day is now used in most of the high-class color printing, said the speaker, who pointed out that the colored comic sections of the Sunday editions of the daily papers had been made possible through Ben Day, which permits rapid drying of colored inks.

For each effect a different Ben Day film is required. The films are extremely delicate and easily spoiled. Weather conditions must be just right to suit them, otherwise poor results are secured. Waiting for weather to suit Ben Day's delicate constitution often accounts for the delay in completing orders, explained the speaker.

Ben Day work is not a mechanic's job, according to Mr. Beal. It comes within the realm of the artist, and requires an artist's taste, coupled with rare skill. When Ben Day was first introduced the design was placed on the drawing. Later it was found that laying it on the plate was better. The design can be applied to the negative too, but it is now generally applied to the plate.

In ordering an engraving in which a Ben Day design is wanted, mark the portion to be put in Ben Day in blue pencil, advised the speaker. Blue will not photograph.

"When you get a bill for Ben Day work and it strikes you as being rather high, remember that a high-salaried artist is employed on the work and that expense from spoilage runs high," said Mr. Beal, in conclusion.

A hearty vote of thanks was accorded the Grip representatives by the meeting.

PROMINENT ONTARIO WEEKLY PUBLISHERS



MEMBERS OF YORK AND SIMCOE PRESS ASSOCIATION SNAPPED AT RECENT MEETING AT NEWMARKET

Front Row (left to right)—M. D. Morrison, Barrie Advance; T. F. McMahon, Richmond Hill Liberal; L. G. Jackson, (President, 1922) Newmarket Era; R. A. Semple (Secretary) Tottenham Sentinel; J. A. MacLaren, Barrie Examiner.

Second Row—W. G. Cave, Midland Argus; W. G. Walls, Barrie Examiner; J. F. Harvey, Newmarket Express Herald; C. K. Stewart, Printer and Publisher, Toronto.

Third Row—T. D. Stoddard, Supt. Industrial Home; W. J. Patterson, representing Board of Trade, Newmarket. J. R. Y. Broughton, formerly of the Bradford News and President of the Board of Trade, Newmarket.

In the Far East

C. Howard Smith, head of the Howard Smith Paper Mills, with headquarters at Montreal, is now making a tour of the Far East. He is accompanied by Mrs. Smith and the two propose to combine pleasure with business. They will touch at points in Japan, China, Australia and New Zealand.

The Howard Smith Paper Mills enjoys a large export trade in the Far East and Mr. Smith is making the trip with the view of meeting his customers personally.

Before setting sail from Vancouver, Mr. Smith, in an interview with a representative of the Vancouver *Province*, expressed himself in regard to the development of Canadian national literature, urging the use of Canadian magazines as a medium of progression.



C. HOWARD SMITH

"Mr. Smith, who is the son of a publisher, has been identified all his life with the paper manufacturing and publishing interests in Eastern Canada. Of middle age and alert appearance, he is one of those captains of industry who have been successful because of the democratic principles carried into business dealings and relations. He is proud of his native province of Quebec and while openly declaring himself a Conservative in politics, gives credit to the Provincial Liberal Government of that province for a system of administration that, during the past fifteen years, he says, has done much to make the province the great industrial and manufacturing centre it now is."

The most striking development in the printing paper field during the past ten years has been Canada's increased production, says a report on the industry published by the U. S. Department of Commerce. The newspaper industry in the United States, says the report, ceased expanding in proportion to the expanding domestic demand of the newspapers about the year 1909. On the other hand, the Canadian industry since that year has increased from small beginnings, and in 1921 produced a quantity equal to two-thirds of the United States output.

The prophecy is made that within a few years Canada will be the largest producer of newsprint in the world. During the period under discussion the Canadian output increased from 150,000 tons in 1909 to 512,860 tons in 1921.

The value of the Canadian output was $38,869,084 in 1917; in 1918, $46,230,814, and in 1919, $54,427,879.

The Montreal *Financial Times* presents an interesting observation in this connection:

"For long past, Canadians have spoken of their forests as natural resources of great value, but it is really only within the past few years that the extent of this value has been appreciated. Until recently, the wealth has been largely potential. Now it is becoming practical.

"Following the war, prices of pulp and paper advanced sharply and many manufacturing companies, which were formerly dangerously near the stage of bankruptcy, paid off their obligations and began to make liberal profits. During a period when the Canadian dollar was sinking lower and lower by comparison with the American dollar, exports of pulp and paper from Canada were among the most effective means of supporting that dollar from reaching a further discount.

"Now that the high record price for paper has given way before a somewhat disastrous reaction and this, in turn, has been followed by an advance to prices which make operations remunerative, we may expect to see the production of pulp and paper in Canada gradually increase until Canada shall become the greatest producer in the world.

"Canada's advantages are in large part physical. That is to say, Canada is the fortunate possessor of the spruce forests and water-powers which are so essential to low production costs. In addition, she is the home of the lumber-jack in his most productive form. Of late years she has educated and trained men in all departments of paper-making and has developed the most efficient machinery for turning pulp wood into pulp and paper.

"Canada has now reduced the cost of production below that of the United States and has established the paper-making industry upon a sound and economic basis. Perhaps in no other field is her position so secure. She is next door to the greatest consuming market in the world and she has, also, access on favorable terms to markets further afield. To all intents and purposes, she has less need to search for consumers than consumers have to search for her. Nor is there any indication that this situation will alter in the near future save in her favor.

"Undoubtedly, the paper industry may now be regarded as Canada's natural industry to as full a degree as is the farming industry. In fact, the farming industry lays claim to protectionist privileges while the pulp and paper industry asks merely a fair field and no favors. Thus, the very basis of the industry is laid on a firm foundation which is bound to prove ever more attractive from an investment standpoint. To an increasing extent, Canadian forests, in the coming decade, will swell the export figures and add to the wealth of the country."

Buys Large Building

United Press Limited, 16 Pearl St., Toronto, have purchased the building formerly occupied by the Consolidated Optical Company at 400 Richmond Street, West. The price involved in the purchase of the building is $100,000, stated Paul Frumhartz, Vice President and Manager of the United Press, who further stated to a representative of PRINTER AND PUBLISHER that $100,000 was being spent in the purchase of new printing equipment, which, with the exception of three Monotype machines, was being bought from the Toronto Type Foundry.

The Pearl street plant equipment is valued at $75,000, stated Mr. Frumhartz. This will be combined with the new equipment now being installed in the new plant, which embraces 30,000 feet of floor space, or three flats.

The United Press came into particular prominence recently when the company secured a five-year contract for printing work of the Ontario Government, a contract held for a number of years by the Methodist Book Room.

The company was also recently successful in securing a seven-year contract from the Ontario Government for the printing of public school copy books.

Paul Frumhartz, according to his own statement started business in 1914 with capital amounting to $300. In 1920 he organized the United Press Limited with E. Palter of the Palter Cap Co., as president, and Chas. Garfunkel, as secretary-treasurer, Mr. Frumhartz occuping the position of vice-president and manager

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TO OUR READERS:

Glorious Christmas Cheer, and Peace, Happiness and Prosperity Throughout the Year

An Encouraging Prospect

Periods of progression and periods of retrogression have been fairly well balanced in the printing industry of Canada during the year now drawing to a close. The printing industry has held its own with the other industries of the country. What of the future? Assuming the printing business situation to be influenced by general conditions, the year 1923 should prove a better year for printers than the year 1922.

A steady forward stride is predicted in the general business situation in Canada during the next year, a prediction not without foundation.

The material prosperity and purchasing power of the country are measured by its production. Consider the extent of the Canadian harvest for 1922. Grain crops have been enormous, and when marketed should result in a wide distribution of cash and credits.

Canadian wheat at the present time continues firm. There has been a sharp increase in exports of Canadian wheat, reflecting Europe's increased demand because of the 196,000,000 bushel drop in the European wheat yield as compared with last year. This year's Canadian crop is 88,000,000 bushels ahead of the 1921 crop, and up to the end of October exports were in advance of last year by 21,000,000 bushels. This is not as large an advance as might be expected but the prospect is that there will be a market for the surplus.

Coupled with Canadian prosperity is another leading product-paper. Philip T. Dodge, president of the International Paper Co. of New York, is quoted as saying that he believed Canada had a dazzling future in her paper industry. There is much truth in these words.

Latest reports show Canadian mills working at capacity. Production of newsprint in October amounted to 97,000 tons as against 94,000 tons in September, and 75,000 in October, 1921. Canada is rapidly overtaking the United States as a paper producer.

Canada's paper output is only 164,000 tons behind the United States output. In 1920 it was 309,000 tons behind. The United States increase over 1920 is but one per cent. Canada's output shows a 20 per cent. increase

The free movement of gold into Canada is taken as another healthy sign, so likewise is the value of the Canadian dollar. Canada, of all the countries of the world was the first nation to have her money reach par with the United States.

An encouraging industrial situation, too, exists in Canada. It is indicated by an activity in our factories which is reflected in the fact that in November industrial employment was on a basis of 95.8 per cent. compared with 77.9 per cent. at the beginning of the year. Still another favorable sign may be seen in the improved business situation in the United States. It may well be taken as a forerunner of a better business in Canada in the near future.

Better times are undoubtedly in store for every portion of our economic fabric. The betterment, in due time, is bound to affect the printing industry of the country. The job printer, the weekly publisher, the daily publisher, the magazine and business paper publisher may all look forward to the New Year with renewed hope, and faith in Canada and her resources. In what other country are prospects more favorable?

Bring to Light Sources of Loss

One of the principal advantages of a cost system is that it brings to light sources of loss to the printer of which he never knew. The final cost of a job is low or high in accordance with the efficiency or inefficiency of plant and staff. Tell a man that ten hours were lost in machining a job, and he does not realize what it represents in cash. But put before him a job cost ticket which shows that his profit has vanished and that the cost exceeds the estimate, and he knows immediately that he is facing something which is serious and which requires investigation. The records of every completed job should be subjected to examination and every discrepancy looked into. If the estimator has put down ten hours for composition and the completed job is obviously worth only ten hours, yet the job ticket shows fifteen hours, there is something radically wrong. Perhaps the hand compositor had to pick for sorts; perhaps there was an insufficiency of brass rule; or perhaps the proof was "dirty" and the "house" corrections consequently heavy. Enquire into this, and it will probably be found that one is able to weed out the slack and inefficient employees, and to remedy the defects in plant and equipment.

On another sheet it will probably be found that the machining charges are excessive. There are numerous causes of low output, many of which are remediable. Without a costing system how is the printer to discover that a forme was so badly locked up that it "sprang" or that the movable type was so badly justified that there were several drawouts? Such troubles as these arise daily in some offices. Look to it that they do not do so in yours. It is a wise plan to allow no discrepancy, however trifling, pass you without enquiry. If you make it your practice to do this you will find that your costs will go down, and that the percentage of non-chargeable to chargeable hours will steadily grow smaller. Your grip on the business will be strengthened, and your balance sheet show an appreciable and welcome profit.

Resolve to commence the New Year with an efficient cost system if you are not already employing one. You will never regret it.

Memorial to Western Journalist

There was recently unveiled in Christ Church, Edmonton, a beautiful stained glass window in memory of one of the most amiable and successful newspaper men of Western Canada.

The late Milton Robert Jennings, who was for a number of years editor and manager of the Edmonton *Journal*, was one of the most lovable of men. He was one of those who always plucked a thistle and planted a flower where he thought a flower would grow. As a business enterprise the Edmonton *Journal* stands as a monument to his genius.

A MAN OF MANY ACHIEVEMENTS

AS AN acknowledgement of the many services he has rendered to the printing industry and more particularly of those in connection with the establishment of the long price list, Henry Upton, president of the Dominion Press Limited, Montreal, was at the October 5 meeting of the Graphic Arts section of the C. M. A. of Montreal, accorded a special vote of thanks.

Mr. Upton commenced his business career at the age of fifteen years when he entered the service of the Grand Trunk Railway as a junior in the audit department. Not content with performing the duties allotted him from time to time, he



HENRY UPTON

made it clear to those in authority that work to him was no longer congenial after its details had been thoroughly mastered; the result being that even before his three years' apprenticeship had been fully served, there was no post in the department that he was not competent to fill. With the view of acquiring a knowledge of station work as well, Mr. Upton surrendered the position of chief clerk of the audit department to accept that of accountant in the Montreal freight office, subsequently switching to that of relieving agent for the Eastern and Middle divisions.

From the amalgamation of the Grand Trunk and Great Western Railways in August, 1882, considerable confusion ensued. This was primarily due to the fact that the larger offices on the Great Western, such as Detroit, Suspension Bridge and Buffalo, had been permitted to retain the Great Western system of accounting, from which it was exceedingly difficult to supply information in the form desired by the Grand Trunk management. As a consequence the necessary monthly reports were not forthcoming, the work generally being hopelessly in arrear. The solution of the problem of course rested with the regular travelling auditors, men who had grown grey in the service, who, however, admitted their inability to cope with the situation. The ultimate outcome was the recall to the audit department of Mr. Upton, who revised the system of accounting and rearranged the clerical staff at the various stations so successfully that in less than a year everything was again in good working order, and the system of accounting so simplified that forty per cent. of the clerical help previously employed was dispensed with, thereby effecting a material saving to the company. This established Mr. Upton's reputation as an expert railway accountant so effectively that he was, at the early age of twenty-three years, appointed chief travelling auditor of the entire system, a position he retained for twelve years when he resigned to go into business on his own account as public accountant and auditor; and it was in this capacity that, in 1910, he was called in to prescribe for a printer who, although a very competent mechanic and salesman and at the same time strictly honorable and industrious, had for years been endeavouring, with but indifferent success, to make money by selling his product at a price approximately thirty per cent. below its real value, a weakness from which very few job printers seem to be entirely immune. Mr. Upton put the concern on a business footing and ultimately acquired a controlling interest therein, and it is significant that when a survey of the printing industry in Montreal was made two or three years ago by Chicago experts this particular establishment, notwithstanding the fact that its selling prices were somewhat lower than the average, headed the list in its class (offices whose annual output was between $100,000 and $200,000) with a net profit of twenty-two per cent., whereas the average profit was barely five per cent.

Being well able to take care of himself, Mr. Upton did not have a great deal to do with his fellow printers until he was induced to take the lead in the agitation for the "Long Price List" which, for twenty years or more had been a live issue throughout the United States and Canada. It took Mr. Upton a year to convince the paper dealers of Canada that the printer's demand was legitimate, and it is due to his untiring efforts that the Retail Price List is to-day an accomplished fact throughout the Dominion. To quote from the speech of district committeeman, Thos. V. Bell, at the Cleveland convention:—

"Only a few of our Canadian printers realize how much they owe to the untiring and dogged perseverance of Henry Upton, in his splendid work towards the remedying of some of the evils from which we have suffered. He is a past master in the art of logic, and of fact. Once having mapped out his course of action he stays right with it until the required result is attained. He is impervious to any sort of abuse or 'side-stepping' tactics, and he is constantly on the look-out for evils that require attention."

T. H. Preston Honored

A unique event recently transpired in the office of the Brantford Expositor when the composing room staff presented T. H. Preston with a token of their esteem. It was in the form of a solid gold compositor's rule bearing an appropriate inscription, and was intended to imply that, in the opinion of the donors, the principle of the Golden Rule was recognized in the Expositor office.

Charles Grierson, the oldest employee of the office, made the presentation and read the address, which was as follows:

"On behalf of the chapel of The Expositor I have been called upon to present you with this small token of esteem, on your safe return from the Old Land, expressing the goodwill and amicable relations always existing between the men and yourself. We hope that you will be long spared to continue in this relationship."

Mr. Preston, in reply, said that he would be less than human if he did not feel moved by the address and presentation which had just been made. If the relations between employer and employees had been pleasant, it was perhaps due in some measure to the fact that his son and himself had sought to see the men's side as well as their own in financial matters, and this had resulted, on more than one occasion, in general advances of pay without solicitation. He trusted the harmonious relations existing between the office and the staff would ever continue, and if at any time, the members of the staff had a grievance, he hoped they would not "damn the boss" but would come down-stairs and talk matters over with him.

The Law *of* Retaliation

LINK IT WITH THE YULETIDE SPIRIT

LIKE ATTRACTS LIKE! We see concrete evidence of this principle in every act and in every thought. Failure attracts failure while success attracts success. All down the ages the philosophers, seers and prophets have told us of this law, but generally they have stated it in axiomatic terms which have seemed to us abstract and more or less in the nature of preachments.

If you want evidence that such a law really exists, criticize the preacher, the lawyer, the doctor or the average layman and see whether he retaliates in kind or not.

Reverse the rule and speak in complimentary terms of one of these and see whether or not he responds in kind.

The tendency of the human mind is to "strike" back. If you present your neighbor with a gift he sends something in return; but if you slander your neighbor he likewise slanders you in return.

If you hate the world it hates you in return; but if you have learned to forgive and forget, your shortcoming will likewise be forgiven and forgotten.

"Whatsoever a man soweth, that shall he also reap."

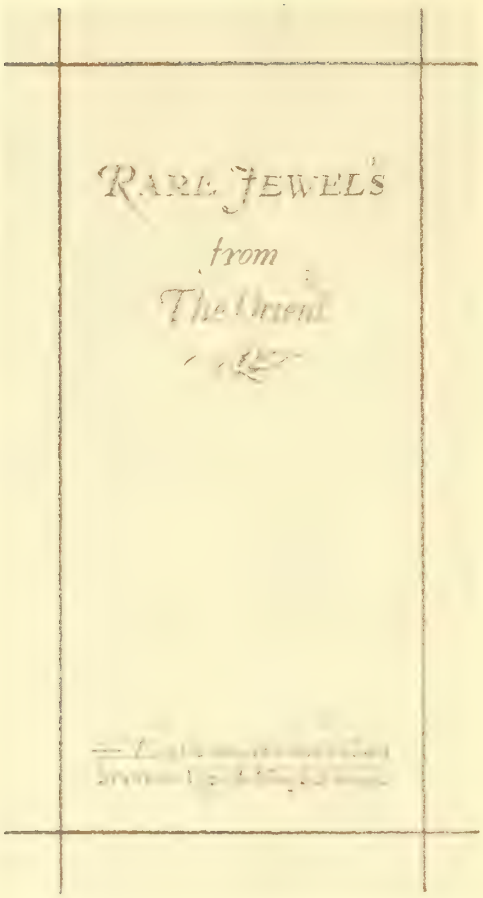
If you wish to enjoy an unusual experience, send Christmas or birthday cards to all whom you dislike and whom you believe dislike you. Write some appropriate little message on each, and dismiss all feeling of hatred which you have been harboring in your heart. Your action will be more than likely to convert your enemies into friends. You can induce people to act toward you as you wish them to, by taking the lead, through the Law of Retaliation, and setting whatever example you wish them to follow. Try it.

By NAPOLEON HILL

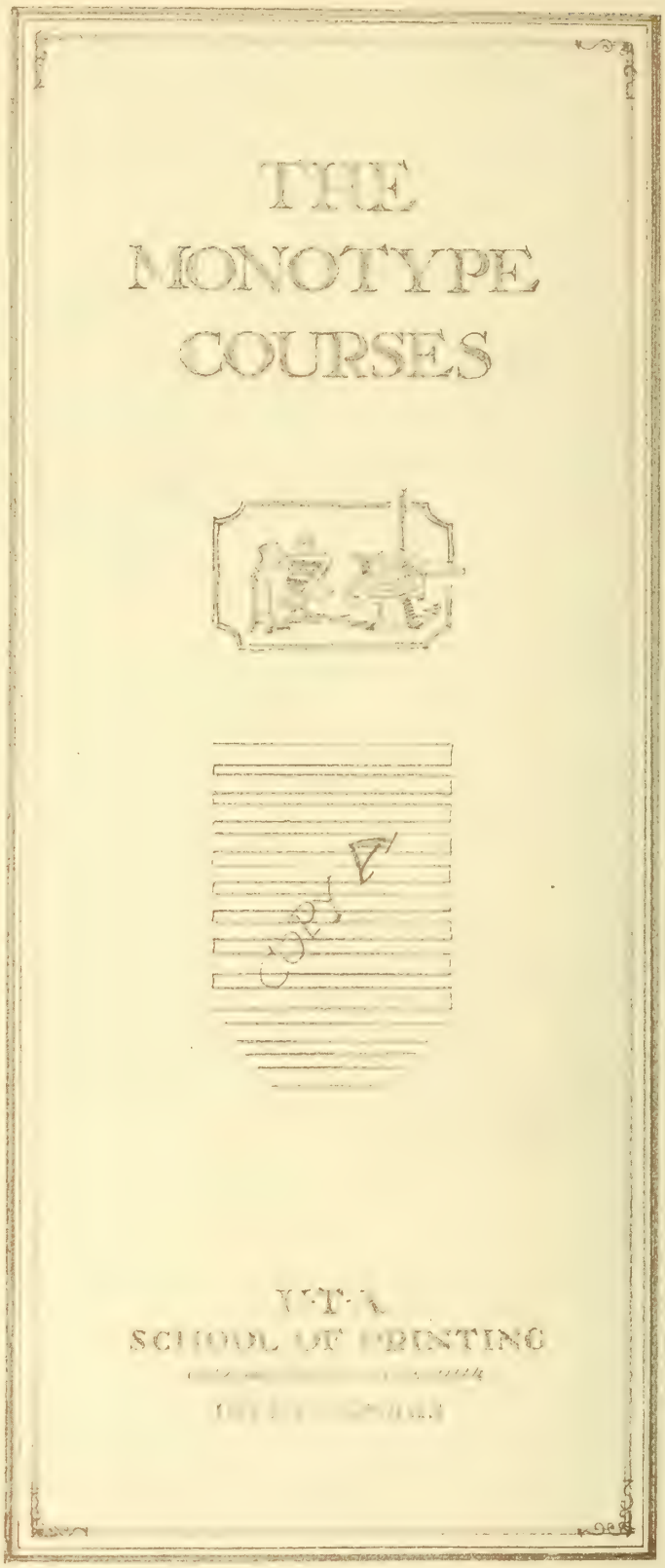
Students attending the School of Printing

are taught to analyze their typographic problems for possibilities of unusual design. They learn to visualize the work at hand by the use of pencil layouts. A study of design develops in students an individual style which invariably displays itself in their work. The composition of the layout by its designer brings him in contact with its practical difficulties.

The Typothetae School at Indianapolis

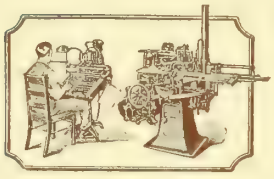






All layouts when they are sent out for composition carry directions as to type size, color, ornament, etc. The drawings are made actual size so that accurate measurements can be taken from them. The little circle enclosed figures found on the layouts reproduced here are but indicators, under which directions are given in the notes at the bottom of the sheet. On title page styles, where the massing is distinct, the instructions for composition are sometimes carried in the margins. This style leaves less liability for error.

THE MONOTYPE COURSES



Students are taught to set plain and intricate matter up to sixty picas in width, and from five to eighteen points in size; also to cast type for the cases, borders, and spacing material, in sizes from five to thirty-six point inclusive, and all strip material.

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INDIANAPOLIS

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The Orient

— *from the shop of* HARRY O. COBB
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A BOOK

PRESENTED BY

DATE



KNOWLEDGE
IS POWER

U·T·A SCHOOL
OF PRINTING
INDIANAPOLIS U·S·A

The specimen at the left is the cover page from a six page folder sent out by the School to advertise the Monotype courses. All materials, including type, rule and ornament, are Monotype. At the upper right a specimen has been taken from the Summer School typography class. It was selected for its appropriateness and unusual design. The book plate was created by a member of the design and layout class. Problems of this sort where job size is the only instruction given tend to develop student originality.


U.T.A. Summer School of Printing
Typothetae Bulletin
Opportunities for Printers
UNITED TYPOTHETAE AMERICA
The Star of Bethlehem
Norman T. A. Munder
LECTURE ON PRINTING
MONOTYPE KEYBOARD
MONOTYPE CASTER

Improve the Industry

Printing Requires Uplift and the Responsibility of This Work Lies With the Large Plants, Says Prominent Toronto Man

By AD. L. LEWIS
Southam Press, Toronto

An Outstanding Address Delivered at the U. T. A. Convention at Cleveland

THE first question that would have occurred to any of you, asked to give this paper, would have been, "What is a large printer?" And in answering the question you would, as I have, measured the printer according to his sales of the printed product.

I am sure, too, that it would have occurred to you, as it did to me, that a large amount of sales could never make a printer anything but large, and I submit that it wouldn't be fair to some of the great printers of the present time, such as Porter, Fell, Finlay, Donnelley, Curran, Green, Rogers, Johnston, Eynon, and others, to call them merely large. Men such as these do not measure success entirely from return in dollars—but have felt the satisfaction, even if at real personal sacrifice, of helping the thousands of others not so fortunate as themselves and get their greatest happiness—something so many large printers miss— out of the service they render their Industry. The love of the Art Preservative has inspired them to sow seed which is being reaped not only by others less unselfish but by themselves.

Some of you know, but some probably do not realize how few, numerically, there are of really large printers. Of a total of thirteen thousand commercial plants in the United States, there are only one thousand two hundred, or less than ten per cent., doing over one hundred thousand dollars' worth of business, but the business they do amounts to over four hundred million dollars, or two thirds of the total commercial product. Four thousand two hundred establishments, or one third, are run practically by the proprietor himself, and four thousand five hundred more, or one third, average three men per shop. Eight thousand seven hundred establishments, or seventy out of every one hundred, employ not ten per cent. of the wage earners in the industry, and turn out only ten per cent. of the product.

Analysis of Surveys

A careful analysis of the surveys of some *twenty-three* cities demonstrates that the class with sales under ten thousand dollars, without exception, lost money. The class from ten thousand dollars to twenty thousand dollars in thirteen cities, lost money, while those in others made a little. The class from twenty thousand dollars to forty thousand dollars show a better average percentage, while those from forty thousand dollars to one hundred thousand dollars, better still.

My analysis has led me to the conclusion that the class I have in mind as the large printer, —those with sales over one hundred thousand dollars—in most centres make a higher average percentage of profit than those in the classes with less than that amount.

The surveys prove conclusively that they are the people best able to stand any expense in connection with industry uplift, and on account of their larger staffs are in all probability so organized—at least should be—as to be able to spare the very considerable amount of personal time absolutely necessary to make such an organization as the United Typothetae of America really effective.

Theirs is the responsibility to put the business on a better profit basis and so better justify our tremendous investment in equipment and working capital.

Naturally, the question arises as to how the large printer can help, and I would like to give my impressions as to numerous ways in which he can, if he will.

The first thing the large printer must do is to know his own costs. Without knowing them and the value of that knowledge his help as a business builder would be questionable. And having done that he must in every way assist in having as many as possible of his competitors, large and small, know theirs. There are very few who would care to long continue the manufacture of an article which they had to sell for less than it cost, if they only knew it.

The surveys have shown invariably that those plants with the Standard Cost System are on a better profit basis than are those without it. In twenty-three cities the advantage ranged all the way from five to twenty-five per cent. In several cities those without Standard Cost Systems lost money; in one city as high as twelve per cent. In no cities did those with Standard Cost Systems fail to make a profit.

In the United States there are eight thousand seven hundred plants with three employees or less, and probably ninety-nine per cent. of these have no cost systems, either through lack of appreciation of the necessity of having one or through lack of the necessary accounting knowledge to operate one. Again, their very smallness might not justify the installation of the Standard Cost System.

A very large percentage of these printers no doubt do not even keep books—a condition for which there is no excuse, but it is a condition and has to be reckoned with. The only cure I can see is educational work and accounting assistance which those of you who are able to must give them through your organization.

There are three thousand one hundred and twenty-seven other plants employing an average of ten men, who would most certainly be justified in operating a Standard Cost System, but who probably and reasonably too might hesitate at the expenditure.

Must Know Meaning of Net Profits

The larger printer must know the meaning of the term "net profit"; he must teach his large as well as his small competitor the meaning of it. He must realize that it is the justification for the investment he has made or controls, and that it comes after all expenses have been met, including a salary for himself.

I have presumed to suggest to the general office of the United Typothetae of America that they should issue a recommended list of salaries for the various sized plants. Such an official recommendation in the hands of a local cost committee might persuade some of the unfortunates—and there are many of them—who are depending for return on what is left after everything else has been paid, to make sure that the first thing paid is the salary to themselves.

There is no reason why a business man employing help should not earn a better salary than any one of the people he employs. He secures the capital with which to equip the plant, secures the business to keep it busy, buys the material and pays for it, maybe, pays the help's wages surely, and collects the money, maybe. He makes sure that the other fellow gets his, but does he make sure that he will get anything for himself, either in profit or salary?

The printer who is wise enough to include a proper salary for himself in his costs, will almost surely end his year with a "net" profit.

In periods of depression it is the large printer who should maintain the stability of the market. He should have the courage to sell his product at a reasonable profit. He should, because he is in the position to do so, refrain from suicidal competition.

He should not, because his plant is over-equipped, try to keep it running by taking business at too low a price from some other printer. If we all take work on the tonnage basis (it is a pity that the word has ever been applied to printing) where will the industry land? Eventually none of our product will show a profit.

There is a class that will always prey on its brothers, *but the large printer* who knows his costs is the one whose doing right or wrong in the competitive market has an effect on the trade generally.

The large printer should not use his specialized equipment as a competitive weapon. While it is true that certain machinery in some plants, owing to extraordinary conditions, has a low cost, that advantage should not be taken on a purely price basis.

Solution for Over-Equipment

Tremendous advances have been made in productive equipment in the last ten years, with the result that we are

indeed a badly over-equipped outfit. Our tendency on the slightest provocation to put in machinery without any certainty that we may retain the work for which it is intended, has reached the point past which we cannot go much further.

No equipment, particularly special machinery, should be installed without having behind it a contract of sufficient duration to help depreciate it. Nearly ever time new machinery is put in it replaces other machinery less efficient, and probably depreciated, but still productive and still competitive.

If it were practical and we could agree to the principle of destroying such discarded units—particularly if depreciated—we might avert a possible over-equipment catastrophe.

If the large printer instead of adding to his plant so readily



AD L. LEWIS.

would sublet some of his presswork, say, to some friendly competitor (if he has any) as he often does his binding to the commercial binder and his composition to the trade compositor—it might be a solution.

But I venture to say that the only real solution to our over-equipment situation is to create a demand for more printing, and to do that we must sell an article worth the money paid for it, and which will produce a return for the customer who buys it.

A very considerable portion of the stuff that comes off our presses is trash, even though it may be beautifully printed and in several colors.

We have been too long contented to get after, like a lot of wolves, what the customer thinks he needs. We have never tried to show him what he really needs, because we have never taken the matter seriously enough to create printed matter which he could use to advantage.

Printer Should be a Creator

If the printer would gear his institution to that of his customers, if he would make the product of his thoughts as well as the product of his presses necessary to business, if he would make his presence felt as something more than the man who puts ink on paper, if every one of the one thousand two hundred large printers in the United States were a creator and made every dollar of his article worth one dollar and fifty cents to the buyer, not only would the direct printed message occupy its proper status as compared with the space advertisement, but there would be very little over-equipment.

Do you printers realize that of an estimated total of one billion three hundred million dollars spent on advertising in 1921 but three hundred million dollars of it was spent in mail advertising?

Right on this continent there are hundreds of thousands of concerns—with business more or less stagnant—all prospects, waiting for your sales ideas and sales producing printed matter.

I had access to an analysis of the 1921 Composite Statements in Chicago a few weeks ago, and it opened my eyes in a forcible way to one of our acknowledged weaknesses—particularly of the large printer. It showed that the small printer was a much better advertiser on the dollar in sales than was the large printer.

Not Enough Advertising

The class with sales averaging ten thousand dollars spent two cents on the dollar in advertising; the class averaging twenty-eight thousand dollars spent slightly over one cent; the class averaging sixty thousand dollars about the same. The lowest in our class of what I call large printers, those averaging sales of one hundred and seven thousand dollars, spent on the average one thousand two hundred and thirty dollars per annum; the next class, with sales of two hundred and twenty-five thousand dollars, spent on the average two thousand one hundred and ten dollars per annum (under a cent); the class averaging four hundred and ten thousand dollars sales spent one-third of a cent on the dollar, or one thousand six hundred dollars per annum.

Imagine a printer with four hundred thousand dollar sales spending only one thousand six hundred dollars on advertising. If he had spent on the basis of the ten thousand dollar printer it would have been eight thousand dollars.

We advise our clients to advertise, live largely on their advertising, but do practically no advertising ourselves. One of the first steps in our campaign for some of the business the agencies are placing with the periodicals is to advertise—if not individually then co-operatively. If we have a service to render business let's let business know it—and keep on letting business know it.

If every one of the one thousand two hundred printers in the United States with sales over one hundred thousand dollars would on one year's budget add one cent on the dollar of sales for advertising, might not the four hundred thousand dollars so spent, if intelligently prepared, help out the over-equipment stiuation?

I wonder if any of you have felt the way I have about the American Writing Paper Company's campaign just being completed—just a little humiliated that we should have left it to them to have the vision. They were big enough to help our business with no other definite return in sight than that they might get a *share* of the increased paper requirements. Hard for some printers to get their angle. That most excellent series of booklets holds the solution to our over-equipment and several other of our problems. Every printer (the boss himself) interested in the future of our industry should study carefully the whole series and listen to their suggestion that we, as individuals and as an organization, continue the work they have started.

Without question they have spent on us this last year more than we, collectively, have spent on ourselves—in advertising.

Should Visit Headquarters

Every large printer in the organization should go to Chicago and investigate the various departments at headquarters, and he should persuade any not in the organization, and who make the usual inquiry as to what they can get out of it, to do so.

It is indeed astounding what they have done, are doing, and have in contemplation. I do not think there is anything in the way of equipment, the hour cost of it, or its average and possible production, they cannot give you immediately. Their production and cost information is all based on actual records. As a matter of fact, the only mystery pertaining to our great industry, from their viewpoint, is in the future—and they know a good deal about that.

Possibly no other business has the organization, technical experts, and facilities for service—not only to its members who are supporting it, but indirectly to the thousands not members. Every large printer owes it to himself to see, and having seen he cannot help but be an enthusiast.

The large printer should support the local secretary not only by his counsel and suggestions, but in many instances by actual work. There are some cases in which he can get better results; as, for instance, in dealing with associated industries.

Without any reflection on the professional I do not hesitate to say that those of us who have the Long Price List would not have had it without personal member effort. Our standing as a buyer of his product made the paper man listen to us, and the larger the printer (or buyer) the more effective his efforts.

In this connection, in order to secure the best results from the Long List, the large printer must support the jobber to the fullest extent possible. Most large printers feel that the arrangement they have made is to help the small printer, but

by helping the small printer they are helping the industry as a whole. To forego some of his mill buying privileges would entail practically no sacrifice to any large printer.

Canadian Marking Act

We Canadian printers have recently been successful in securing customs legislation which we believe will mean a good deal to us. Some of you probably do not know that for over ten years no piece of printed matter going from Canada to the United States has been allowed to enter without a line on it indicating definitely its country of origin. On the other hand, any printed matter could come into Canada without being so marked. Some of us had always felt it decidedly unfair and for years had sought relief, but without success—through the lack of organization and through the indifference on the part of the great majority of Canadian printers.

From November 1 all printing and lithographing coming into Canada must be so marked as to indicate its country of origin.

The Canadian legislative committee believe that they have accomplished something which will justify Canada's United Typothetae of America dues for some years to come. It couldn't have come about without our being organized in our several locals and the co-operation between those locals, and particularly without the larger printers getting into it body and soul.

The large printer should take a real interest in the educational classes. His personal interest and assistance is the deciding factor in their success. He should have as many as possible of his staff receive the instruction, thus making just so many more better qualified printers. He should lend those already qualified of his staff for instructional work.

No matter how carefully a course may have been prepared or how well its principles are presented by the instructor—a little practical experience from some of you large printers can not help but make it more interesting.

Already a great many well qualified cost accountants have been developed, and also many first class estimators, but still the supply of both is too limited.

While on estimating, I would just like to suggest that there is far too much of it. Nine times out of ten we haven't a chance of getting the work, and three times out of ten haven't information on which to base an estimate.

It would be better if more of us would sell service and worthwhile printing, and try to avoid a definite estimate. The willingness of a lot of us to submit tenders on anything that comes along, whether we are qualified with plant and training to handle it or not, tends to put our products purely on a price basis, and decidedly strengthens the hand of the unscrupulous buyer.

In connection with this price question I would like to ask you large printers, "Who cuts your prices?" It is, nine times out of ten, another large printer. It is you who cut his.

We cannot very well hope to improve our senseless competitive conditions unless some of us stiffen up, and it seems foolish to talk of helping the smaller printer without first going through that stiffening process ourselves.

Chicago and New York, particularly the large color printers, have been carrying on one of the merriest price wars on record—with the result that mail order and other color work has been cut and re-cut to the point where no profit remains.

The Printing Broker

I hope I will hurt no one's feelings in referring to the individual called the "printer broker." He has no plant, frequently no financial standing, takes no responsibility, isn't even in most cases a creative salesman, and places his orders with the printer who will give him the lowest price. He invariably asks a discount from that price, no matter how low, and some give it. On top of that, being a shrewd individual, he adds in billing as much as he can and is guided in doing so by higher prices he has received.

He has a sure profit. We accept all the responsibility, pay for all the material and wages, and if we are fortunate enough to have our account paid will find, almost without exception, that it shows no profit.

He preys mostly on the smaller printer, but not exclusively, however. Short shrift by the large printer would exterminate this serious evil. The "printer broker" has no legitimate place in business.

The large printer should realize that in Indianapolis we have one of the most remarkable industrial educational institutions in the world. The printer with a son or some protege, intended for higher responsibility in his business, can save years of time in making him what is called a practical printer.

The two years' course will turn out a man not only thoroughly practical in the productive operations, but—what is more important because altogether too few have the training—practical in a business way.

The training emphasizes the relation of one operation to another and all of them to the main objective—a profit on the printed product. The possibilities of the school in Indianapolis are unlimited, if only the large printer will get behind it.

Although we have had successful cost and estimating classes in Toronto we haven't yet, after two years, taken the salesmanship course. I do not know why.

Be Independent

of all the worries incident to shopping around in search of a reliable print shop to care for your printing needs.

We have the equipment, brains and inclination to do good work, and proudly number among our friends and customers firms who are known to be discriminating buyers of printed matter.

They say our prices are right and our service satisfactory.

PHONE COLL. 840

College Press Limited

357 College Street
TORONTO

THE COLLEGE PRESS, TORONTO, ADVERTISE THEIR BUSINESS THROUGH A SPARKLING HOUSE ORGAN CALLED "THE RADIO." THE ABOVE REPRODUCTION APPEARED IN A RECENT ISSUE.

A large Montreal printer asked me the other day how many real salesmen we had developed in the last ten years, and after considering carefully the Canadian field I had to admit that practically nothing was being done in that direction—lots of men out canvassing, but comparatively few of them real salesmen; some selling on personality, some on personal service and the rest with one or two exceptions solely on price.

Large Printer Must Lead

If the printing industry is going to get anywhere in competition with the well organized space associations the large printer will have to lead in an effort to develop real creative salesmen—men with vision, men who think, men who analyze their customers' merchandising problems.

The average large printer cannot train them because he has not been trained himself—has not wanted to be; has been contented to take what the customer specified.

We should make it possible for the school at Indianapolis to have a "merchandising analysis" and "creative salesmanship" course—or something that means the same. And we should secure for the course the very best man or men on the continent.

There isn't a wise large or small printer in the country who wouldn't send his boy to it—because the wise printer knows that the first essential to a business is sales, and that the one directing or managing the business must have the sales viewpoint.

We put money into the plant, but what use is the plant

without the work to keep it busy? There isn't enough to go around by about fifty per cent. We must train men to make more.

I have now reached the point in this paper where I shall attempt to answer the questions so frequently asked by prospective members, and often by the large printer members themselves: "What is there in it all for me?" Some of the most enthusiastic supporters financially and with personal effort are those who require practically no service. They have Standard Cost and Accounting Systems, and have efficient sales, estimating and production methods, I say "some," but wish I could say "many." Some others, while they support it financially, are indifferent when it involves personal effort.

The United Typothetae of America influence has bettered conditions in every city that has been re-surveyed. In one city it converted an over-all loss of fifteen per cent. into a profit of fifteen per cent.; in another converted a loss of one per cent. into a profit of twelve and a half per cent.; in another a loss of thirteen per cent. into a profit of eight and a half per cent.

Pleasing Information Revealed

In one of your great cities the re-survey revealed the pleasing information that it had bettered the condition of the really small man doing under ten thousand dollars by decreasing his loss from eighteen per cent. to thirteen and a half per cent.; the man doing under twenty-five thousand dollars by decreasing his loss from ten per cent. to two and a half per cent.; the man doing under fifty thousand dollars, by increasing his profit from two and a half per cent. to nine and a half per cent.; the man doing under one hundred thousand dollars by increasing his profit from three and a half per cent. to thirteen and a half per cent.

The printer with sales of over one hundred thousand dollars —who in 1918 had averaged a percentage of profit over cost of eleven and a half per cent., in 1920 averaged twenty per cent. *Did it pay the large printer in that city to support the organization and improve the condition of the smaller member?*

Another interesting revelation from that city is that the Typothetae plants showed a profit of sixteen per cent., while the printers not members had a profit of only three per cent.—a condition that existed in every other city surveyed—significant in that it demonstrates that those who are trying to improve the industry are improving themselves; that the dollar spent comes back. My particular concern has paid very considerable dues into the local organization, but I know definitely where we have gotten back three dollars for every dollar paid out.

I have tried to show that the responsibility for industry uplift lies in the hands of the large printer; I have tried to suggest how he can meet that responsibility; and finally have tried to prove that it pays him to do so, in spite of the fact that he may render the service without looking for direct returns.

We have been going through troublous times—incidentally, have more to go through—but often I wonder how much worse they might have been without our organization and if some of our outstandingly great printers had withheld their support. I hesitate to think of the future if anything should happen to that organization.

Since I believe it good business to part with a dollar when I know it will come back and bring more with it—I am one of those who deplore this agitation for decreased dues. Rather than reduce, I say increase them, and provide the funds for further expansion. Our industry has gotten into pretty bad shape and it will take money and a tremendous amount of personal effort to put it on its feet again.

The more printers, large and small, who will get behind it—giving not only their dollars but unselfishly of their brains and energy and letting the element of human kindness enter into their daily business life—the more will we have of not large but great printers, and the more effectively will we function as a branch of the greatest civilizing force in the world—and make a profit in doing it.

To the New Arrival in Business

By JOHN J. FISHER

WE OFTEN hear of the young printer who, having saved his money, becomes restive under restraining influences—and leaving a perfectly agreeable position, without any study or reflection whatever, opening a shop on his own account. Very often he has only a working knowledge of one branch of the business, but his confidence is boundless—his nerve undented by failure. He has no reason to believe he cannot succeed, but experience must be drawn upon in a large measure, and to some of us experience, though an able tutor, is somewhat hard fisted and niggardly.

He plans to get some of the work his former employer had done for years through biting off huge slices in his estimates and without figuring his cost for rent, light, heat, depreciation of stock and a just salary for himself. He very often plans too that he can spend all or most of his day in soliciting work and industriously dig far into the night to keep his promise for delivery. What is the result of all this enthusiasm? Ultimate failure!

In the first place outlay in equipment must be considered with of course a reasonable interest for the supply house, which rarely receives a lump cash payment. Then the cost of production which is seldom figured out by this embryo master printer. Then again quality of work. For it often transpires this young chap is a first class pressman with a superficial knowledge of typography—or the reverse, a compositor but no pressman. This is a serious problem, as it means poor work at either end; excellent typography and indifferent presswork is not what might be called profitable printing. The product is essentially a failure and liable to rejection from a fussy customer, which means of course a direct loss to the young printer or the hiring of a pressman to help out—an added expense of course thus entailed, and here we have something that has not been figured upon. It can be seen that elements embodying months and years of time must be overcome before the meagre fundamentals of success are acquired; after that business methods will have to undergo a systematic revision in order to retrench former losses.

A small printer going into business, before making the plunge should always acquaint himself with a cost-system. This would have to embrace at least one year of study. For it is plain that no novice can hope to compete with the established producer without system and knowledge of costs to begin with. He cannot possibly overcome his losses without a sensible survey of what he has and his method of production.

There are yet some men of mature years and understanding, who while they keep books and make some pretense of knowing what they are about, are over-charging for the small grades of work and for the larger class go far behind. In this one way class of work is profitable to the extent of perhaps 25%, while the other shows a loss of maybe 50%. The facts in such a case as this are obvious. The loss to a printer with small equipment is a serious matter. The only manner in which he can obliterate it is to cross it off the book and forget it. It is plain he cannot produce it again at this figure, and must either get the proper price from the customer or lose it. For it rarely happens that the customer will consent to buy printing when the cost advances 50% over a former charge for the same work.

There are many cases where a woeful lack of perception is displayed in estimating. The writer has heard of one or two cases where a young but very ignorant printer furnished a job in two colors for the same cost as he had formerly received for one printing.

And the mistakes of this kind could be filed up in a monumental array that only verify the fact that many young fellows allow impulse to control their business, and it in time passes into the hands of some one with more discernment and caution.

The young man who contemplates entering into the printing business should devote time for a thorough study of modern business methods before making the plunge. Above all he should thoroughly understand estimating on various classes of work and have a good understanding of the cost of production. If he will follow this advice he will save himself from many a bitter experience. He will also be better able to judge his chances of success and whether or not it would pay him to proceed with the venture.

PRINTING PRICE LIST

Manitoba Division Canadian Weekly Newspaper Association—In Effect September, 1922

HOUR SELLING RATES FOR THE VARIOUS OPERATIONS

	Per Hour		Per Hour
Hand Composition	$2.75	Cutting Machine	$2.75
Linotype Machine	3.40	Folders	2.35
Job Presses, 10x15	1.50	Perforating, stitching, etc.	1.35
Job Presses, 13x19	1.65	Girls, Hand	.90
Cylinder Presses	3.50		

LETTERHEADS

Stock, 20-lb. bond at 19½c lb. Composition $3.00

	250	500	1000	Ad.1000
5½x8½	$4.75	$6.00	$7.75	$3.50
7x8½	5.00	6.25	8.25	3.85
8½x11	5.25	6.50	9.00	4.75
For two colors add	2.25	2.75	3.50	1.75

For 16-lb. stock, deduct 50c per 1000.

MEMO HEADS OR NOTE HEADS

Composition $3.00

	250	500	1000	Ad.1000
5½x8½	$4.75	$6.00	$7.75	$3.50
Extra for two colors	2.25	2.75	3.50	1.75

BILLHEADS

Ruled White Wove stock. Composition $3.00

	250	500	1000	Ad.1000
8½x5½—Stock at $2.00 per 1000	$5.00	$6.25	$8.75	$4.50
8½x7 —Stock at $2.25 per 1000	5.10	6.50	9.25	5.00
8½x11 —Stock at $3.50 per 1000	5.50	7.25	10.75	6.50
8½x14 —Stock at $4.25 per 1000	5.75	7.75	11.75	7.50
Extra for two colors	2.25	2.75	3.50	1.75

STATEMENTS

Ruled White Wove stock. Composition $2.75

	250	500	1000	Ad.1000
5½x8½ Stock at $2.00 per 1000	$5.00	$6.25	$8.75	$4.50
Extra for two colors	2.25	2.75	3.50	1.75

ENVELOPES

Composition $1.00

	250	500	1000	Ad.1000
No. 7, at $2.00 per 1000	$2.75	$3.90	$6.30	$4.15
No. 8, at $2.20 per 1000	2.85	4.00	6.75	4.40
Extra for two colors	1.50	1.75	2.50	1.50
Stamped, furnished by customer	2.50	3.00	4.00	2.00

BUSINESS CARDS

Composition $2.50

	100	250	500	1000	Ad.1000
No. 63, at $1.75 per 1000	$3.75	$4.25	$5.25	$7.25	$4.00
Extra for two colors	2.00	2.25	2.60	3.35	1.50

TICKETS

Composition $2.00

	100	250	500	1000	Ad.1000
Stock at $1.50 per 1000	$3.25	$3.75	$4.50	$6.25	$3.75
Extra for two colors	2.00	2.25	2.60	3.35	1.50

WINDOW CARDS—DESCRIPTIVE

3-ply blanks. Composition $3.00

	25	50	75	100	Ad. 100
11x14	$5.50	$6.00	$6.50	$7.00	$2.50
Extra for two colors	3.00	3.00	3.00	3.25	.50
14x22—Composition $4.50	9.50	10.50	11.50	12.50	5.00
Extra for two colors	4.50	4.50	4.50	4.75	.60
22x28—Composition $4.50	10.25	12.25	14.25	16.50	10.25
Extra for two colors	4.75	5.00	5.25	5.50	.75

TO LET OR FOR SALE CARDS

3-ply blanks. Composition 3 or 4 lines.

	1	3	6	12	25
11x14	$1.25	$1.50	$2.00	$2.75	$3.50
14x22	1.75	2.25	2.75	3.75	4.75
22x28	3.00	3.50	4.00	5.00	6.75

DODGERS

Stock, colored poster

		100	250	500	1000	Ad.1000
6x 9—Composition	$3.50	$4.75	$5.00	$5.75	$7.25	$3.00
7x10—Composition	$4.25	5.50	6.00	6.75	8.50	3.50
9x12—Composition	$5.50	7.00	7.60	8.65	10.75	4.25
10x14—Composition	$6.25	7.75	8.50	9.75	12.25	5.00

AUCTION SALES POSTERS

Stock, colored poster

		50	75	100	Ad. 100
12x18 —Composition	$7.00	$8.80	$9.15	$9.50	$0.75
18x24—Composition	$8.25	11.25	11.50	12.25	1.35

MERCANTILE POSTERS

Same as above, plus extra composition at $2.75 per hour

VISITING CARDS

	Gentlemen' Size	Ladies' Size
50	$1.75	$2.00
100	2.25	2.50
200	2.75	3.25

NOTE CIRCULARS

Stock, 16-lb. at 20c lb. Composition $2.75

	100	250	500	1000	Ad.1000
5½x8½	$4.50	$4.75	$5.50	$7.00	$3.00

LETTER CIRCULARS

Stock, 16-lb. at 20c lb. Composition $5.50

	100	250	500	1000	Ad.1000
8½x11	$7.00	$8.00	$9.00	$11.00	$4.00

INVITATION CARDS

Composition $2.75

	25	50	100	Add. 100
3½x4½, plain bevel edge at $1.35 per 100; envelopes at $5.75 per 1000	$4.75	$5.50	$7.00	$3.00

WEDDING INVITATIONS

Composition $2.75

	25	50	100	Ad. 100
Stock—$2.25 per cabinet	$5.25	$7.00	$8.75	$10.50	$5.00

GOVERNMENT POST CARDS

Stock supplied by customer

	100	250	500	1000	Ad.1000
One side, light form	$2.75	$3.00	$3.50	$4.50	$2.00
One side, medium form	4.00	4.25	4.75	5.75	2.00
Extra for two colors	2.00	2.25	2.75	3.75	1.75
Extra for two sides	2.25	2.50	3.00	4.00	2.00

PRIVATE POST CARDS

Composition $2.75

	100	250	500	1000	Ad.1000
5½x3⅜—32 out of 22x28 Post Card Bristol at 4c	$4.25	$4.75	$5.75	$7.75	$4.00

MEMORIAL CARDS (FOLDERS)

Composition $2.75

	12	25	50	75	100
Print pages 2 and 3—Stock at $3.00 per 100	$5.00	$5.50	$6.00	$6.50	$7.00

BUTTER WRAPPERS

Composition $1.50

	50	100	500	1000	Ad.100
8x11—Stock at $2.20 per 1000	$3.00	$3.50	$5.25	$7.75	$5.00

SHIPPING TAGS

Composition $1.50

No. 1 at $0.80 1000 single	$3.30	$3.75	$5.00	$2.75
No. 2 at $0.90 1000 single	3.35	3.80	5.15	2.90
No. 3 at $1.20 1000 single	3.50	4.05	5.50	3.15
No. 4 at $1.40 1000 single	3.65	4.20	5.80	3.35
No. 5 at $1.50 1000 single	3.70	4.30	6.00	3.50
No. 6 at $1.75 1000 single	3.85	4.45	6.30	3.75
No. 7 at $2.10 1000 single	4.05	4.75	6.75	4.25
No. 8 at $2.25 1000 single	4.15	4.85	7.00	4.50

	1000	Ad.1000
No. 1 in gangs	$10.35	$2.00
No. 2 in gangs	10.90	2.15
No. 3 in gangs	12.45	2.55
No. 4 in gangs	13.50	2.80
No. 5 in gangs	14.05	2.90
No. 6 in gangs	15.40	3.20
No. 7 in gangs	16.75	3.55
No. 8 in gangs	18.10	3.85

VOTERS' LISTS

Provincial, 300 copies, 11c per name.
Municipal, 100 copies, 14c per name.
Add ½c per name for each additional 100 copies.

RECEIPT AND ORDER BOOKS

Bound 100 in a book; tag manilla binding; numbered on original and stub and perforated on press.
Composition $4.15.

	5 Books	10 Books	Ad.10 Books
10¾x4⅛	$8.50	$11.50	$6.00

Government Sources of Information

By M. J. PATTON

An Address Delivered to an Audience of Country Newspaper Editors at Short Course in Journalism at the University of Toronto. Mr. Patton is Economic Advisor of the Natural Resources Intelligence Branch, Ottawa.

THE most striking development in our economic and social structure in the last quarter of a century has been the increase in the functions of government. Not so many years ago it was the accepted theory that government should meddle as little as possible with the activities of citizens. What was for the best interest of the citizen was held to be for the best interest of the state, and the self-interest of the individual was relied upon to supply the urge towards progress. The ideal government was the one that played the role merely of a big policeman, seeing that all the contestants observed the rules and played the game fairly.

Government in Business

But a change has come about. There has been a slow but relentless infiltration of socialistic ideas into our conception of what a government should be and do. From being a sort of dignified, benevolent referee, it has become a contestant in the game. Its activities now touch our lives on every side. It employs a corps of scientific experts to tell the farmer how to farm. It examines his cattle for disease, tests and grades the seed he sows, sends him market reports, instructs him how to get rid of insect pests and makes him put up his fruit in certain well defined grades and sell it in boxes and barrels of specified sizes. If you run a car, it limits the speed at which you may travel and directs what kind of a headlight you shall use. If you go fishing or hunting, it says there are only certain kinds of fish and game you can take and you can take them only in seasons prescribed by it. With tariffs and taxes it makes and unmakes millionaires. It compels you to fill in long brain-racking questionnaires so it can compile statistics about your business. It sends trade agents to foreign countries to get information to help the business man. It tells you how to spell the name of your town correctly and how to prevent fire. It places restrictions on what you shall drink. It instructs the young mother how to care for baby and tells the housewife what she should feed her family. If you want to provide for old age it will sell you an annuity. If you are unfortunate enough to be out of work, its employment bureau will look you up a job. Our homes and offices are lighted and our factories run by government power. Recently it has taken to running railways. In fact, try how you will, you cannot escape the conclusion that the government is in business and in it in a large way. What the government does and is going to do is, therefore, of very vital iterest to every newspaper reader; and the newspaper man who overlooks this is not likely to make a conspicuous success of his paper.

Some Popular Fallacies

Not only does the public demand to know all about the activities of the government, but there is a very noticeable tendency on its part to demand a widening and extension of those activities. If you will take a look at that menagerie which a newspaper usually exhibits alongside its editorial columns called "Letter to the Editor," you will get some idea of the variety of pressure that is being put on governments to do many things that private initiative can do better. You will there see such well-known public characters as "Pro Bono Publico," "Vox Populi" and "Constant Reader" advocating that the government do all sorts of things from building railways and providing doctors at the public expense to maintaining homes for friendless cats.

Sources of Information

Now how can the newspaperman give the public the information it demands about the multiple activities of government and how can he get the material to show his readers that they pay, and often pay very well, for everything the government does for them? There are several important sources of information.

First of all, there is the member of Parliament for the constituency; and every newspaperman, regardless of whether he is of the same political faith, should make friends with the member for his constituency and urge him to use freely of space. You know there are a great many people in this country who, not without some reason, consider that the principal difference between parties is mainly that between the "ins" and the "outs." Then there are the press despatches that come over the wire from the press correspondents in Ottawa and the other capitals. They get the big news items, of course, but they miss a good deal that is of great interest to the country reader, and the editor who depends on them for material for his editorials will never be counted a Horace Greeley. The third great source of information, and the one with which I wish to deal particularly, is the publications of the government itself. These are the real self-revelations of the government in power, are extremely important sources of news and of educative information, but have, I fear, been somewhat slighted by newspapermen, chiefly because it takes considerable time to digest and summarize them.

Periodical Government Publications

The government of Canada is a large publishing concern, and every year turns out millions of booklets, pamphlets, leaflets and reports on numerous subjects of public interest. In addition it issues a number of publications at intervals of daily, weekly, monthly and quarterly periods. *Hansard*, a verbatim report of the debates that take place in parliament, is published every day parliament is in session. To read it is a political education in itself. *Natural Resources* is a monthly four-page sheet issued by the Department of the Interior, containing short news items on natural resources all ready for the newspaperman to set up in type. *Seasonable Hints* is issued three times a year by the Department of Agriculture, and its short, suggestive articles are of special value to farmers, and the newspaper with farmer readers. The *Agricultural Gazette* is issued monthly. It contains articles of a more ponderous type and is intended to be a record of the worth-while things the Dominion and Provincial departments of agriculture have discovered and done. The *Commercial Intelligence Journal*, issued weekly by the Department of Trade and Commerce, is intended for business men. It tells of opportunities in trade all over the world and is contributed to mainly by government trade commissioners. The *Canada Gazette*, a weekly, contains official government notices of all kinds. One would naturally expect it to be a rather dry compilation, but there is always something to brighten it up. For example, you may find in it that your neighbor's wife is applying for a divorce, or that someone whom you know has become bankrupt. It contains, among other things, militia announcements, advertisements of help wanted by the Government, new companies incorporated and orders-in-council passed. The *Labor Gazette*, monthly, published by the Department of Labor, tells whether it cost more or less to live this month than last. It publishes articles covering a broad field of interest to labor, dealing, for example, with such subjects as housing, pensions, wages, the labor market, strikes, and technical education. Findings of arbitration boards under the Industrial Disputes Investigation Act are also published. The *Patent Office Record*, issued weekly, contains notices of all patents, trade-marks and copyrights granted. These are the principal periodical publications of the Dominion Government, although there are a number of others such as the *Monthly Bulletin of Agricultural Statistics*, and the *Monthly Report of the Trade of Canada*.

To be continued

Standardization of Paper

Simplification Would Prove of Great Advantage and Benefit to the Printing Industry — Much Waste Now Prevalent Would be Eliminated.

By Dr. R. E. RINDFUSZ
of the Research Department of the American Writing Paper Co.

THE economies and benefits of standardization as applied to qualities of goods and processes of manufacture have been so thoroughly demonstrated within the past few years as to be entirely outside the argumentative field. The danger now is that the term is becoming a mere meaningless expression, falling lightly from the lips of the glib-tongued salesman without any comprehension as to its real significance or any knowledge as to whether or not it may honestly be applied to the goods he is discussing.

We have seen the same vitality-robbing evolution manifested with the terms "efficiency," "scientific," and "research," until the mere use of them is becoming meaningless. Such an evolution is common and always to be fought against. The great revivals of morals and religion throughout history have been largely a re-awakening of people to the vital significance of terms they were using lightly and without meaning. "The letter killeth, but the spirit giveth life."

It is therefore my purpose in this short article to attempt to outline as I see it, and as the company I represent practices it, the vital significance of the term "standardization." I feel safe in assuming that you purchasing agents, whether you buy directly from the paper manufacturer or not, act on the principle that you must know the ultimate source of your supply, and that the business and manufacturing methods of your supplier, even though removed by a middleman, are decidedly your business.

Standardization in the paper industry—to embrace its complete substance and vitality—has a seven fold application. These are the standardization of (a) raw materials; (b) processes; (c) product; (d) line (grade standardization); (e) distribution; (f) price; and (g) uses. The entire time allowed for this address could easily be exhausted in discussing any one of these, but I shall attempt rapidly to take them up in order, indicate their meaning, and in particular to touch upon the advantages secured through each.

First.—Raw Materials. Obviously the raw materials going into a product must be of standard and uniform quality, if the processes of manufacturing and the nature of the product are to remain unchanged. Sometimes it costs a little more to hold rigidly to definite standards of raw materials, but the economies far offset this. No one can appreciate better than purchasing agents the waste of inefficient buying, the small turnover, the immense idle stocks, the tied up storage space, insurance and investment costs and the deterioration of idle stocks that come when you attempt to buy for requirements that are varying. Under the old method of manufacture, we never knew for any time ahead what was to be made in a particular mill. Therefore, we could not prepare adequately. The amount of money we carried in inventory was largely beyond our control, and spot buying for emergency needs that arose over night due to the arrival of an order was the rule rather than the exception.

Second.—Processes. A standard product made in long runs from standard materials allows for the standardization of each step in the process of manufacture. This means the finding out through engineering and plant experience the one best and most economical method of doing each thing and making that "standard practice." It also means the opportunity to have the best equipment for each thing and that equipment completely "balanced" for making the particular product it is turning out.

Since we have inaugurated standardization in our mills, we have released immense amounts of equipment that otherwise was kept for occasional uses. We have been able to move these into other mills where they are finding constant use, and our overhead for idle equipment is materially reduced.

It must be remembered that in any manufacturing process the various units through which the material has to pass will be in "balance" only within a very narrow range of variation in the product; any considerable change will mean that the same units will not be able to keep up with others and there will be "down" time. For instance, if the time of beating the stock is increased, and it varies from one to eighteen hours in actual mill practice, depending on the grade to be made, either we will have to employ extra beating equipment with its attendant power supply and expense, which would lie idle part of the time, or during the time of increased beating the big paper machine will lie idle waiting for stock. When you remember that a paper machine costs anywhere from $150,000 to $500,000, you can see what "down" time means.

Again, standardization allows for long and steady runs. Under the old system it was common practice for us to make changes in the kind, color, weight and size of the paper going over the machine several times a day. Each of these changes meant a loss of production and wasted paper, since it takes some considerable time to get stock going over according to specifications. It meant even cleaning up the machine, the beaters, the stuff chest, the Jordan, the screen, changing felts sometimes changing wires, and making complete re-adjustments. Picture for yourself the expense of such loss of actual running time on a million dollar equipment.

Again, in the short run the entire time of the machine crew is of necessity taken up in getting a product that will "get by." It is only in the long and continuous runs that they can give their attention to the niceties of manufacture which make a little better product, run a little greater speed, which insures for the consumer the desired uniformity and reduced costs and even for the manufacturer turns a small loss to a small profit.

It should be pointed out in this connection that the thing to remember is that each line or trade name of paper, speaking now particularly of bonds, involves on an average three weights, three sizes, and from three to five colors—many of them carry eight or ten colors—thus making a total of twenty-seven or more items to each line. It can readily be seen that there are very few private brands in existence which offer orders large enough to give the advantage of standard processes of manufacture. It should also be remembered that even such a small thing as changing a dandy roll and making two papers which are identical, except for the water mark, involves a considerable cost, since through all the processes following the machine, from the rough paper to the finished product, those two lots have to be kept separate.

Third.—Product. It has already been indicated that the standardized manufacture of paper of fixed specifications in large runs allows for the maximum uniformity possible within the limits of manufacturing skill. The uniformity of the product and the knowledge that this is to be made and sold continuously allow the mill to run on a steady production schedule building up stocks during periods of low demand and depleting them during periods of high demand. On the unstandardized basis, the only alternative is to follow the feast and famine method.

The definitely standardized paper is made to meet particular needs and built according to definite specifications, and is constantly tested to see that it is up to these specifications and that thorough uniformity is maintained. The ordinary paper buyer and paper user is not a paper expert. We could cut a cent per pound or more in quality-value out of each of our higher grade papers and the ordinary user would be none the wiser. However, if we did it there would exist the same incentive for taking out another cent. In fact, that is just what has been done in the past, with multiplicity of brands,

both mill and private, though chiefly private. Papers have been built for the purpose of cutting into the trade of another on the basis of that cent which was taken out of its contents. Consequently, the general trend of qualities has been downward and, as a result, low grade papers are in use for which they are not fitted and the paper industry has hurt itself and its customers.

Under the chaos of paper qualities which still exist, you can buy safely only by one of three methods: (a) Become such a paper expert that you are willing to match your own knowledge and judgment against that of any manufacturer or dealer. (I may add that this involves the equipping and operating of a complete paper testing laboratory): (b) employ such a laboratory or staff of experts to aid in your buying; or (c) buy standardized papers bearing the manufacturers' mark, guaranteed and made according to definite specifications, so that you may know the quality of these papers and the needs they are designed for.

Fourth.—Standardization of Line. So far we have talked about the manufacture of a standardized product. However, no one paper or no small group of papers will meet all the paper needs, nor is it desirable to have such an excessive number of papers that the differences between them become small and meaningless and result in confusion. The ideal is to have just enough papers to meet all the real needs, no grades overlapping, and still no grades so far apart as to leave genuine intermediate needs unprovided for. Standardization of a line means just as much blocking up the holes to meet the real needs as it does eliminating the overlapping grades. There is no such thing as a universal paper, and a utility paper is only a makeshift. The real discerning users demand the right paper in each place.

Fifth.—Distribution. Since each business can expect ultimately a profit only as it serves, the real end of standardization is to effect economies and efficiencies for the consumer. The distribution of the goods, therefore, must be by a standardized, simple and direct method. The advantages gained by manufacturing economies and the effects of efficient business policies must be passed on without impairment, nor must the identity of the manufacturer and the knowledge of the way he conducts his business be lost to the consumer through an artificial blind wall built up by the distributor. The distributor performs an important function for which he should realize a fair profit proportional to the manner in which he serves both his customers and the manufacturers for whom he distributes. He should not be allowed to pose falsely as a manufacturer. Moreover, the mutual knowledge and relationshp between the actual producer, and the final market of the goods, or consumer, are too vital, and their interests are too common, for any industry or business to prosper which establishes an artificial barrier between them.

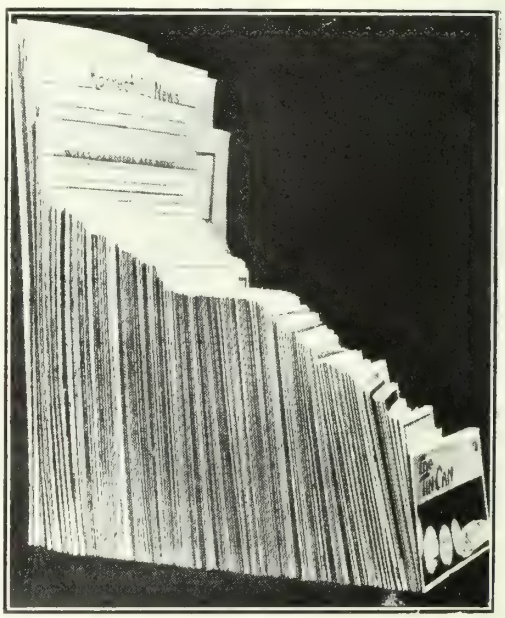
Sixth.—Standardization of Price. When values are fixed and known, when the bunkum is taken out of the product and it is made according to definite and open specifications for definite uses, the next step of standardization should be a fixed and known price, uniform throughout, quality and terms considered. The great medium for haggle-buying is unidentified, unstandardized goods of unknown and varying quality, and in such buying the customer is invariably the loser. The unpriced, unvalued, bastard goods form the favorite medium for the commercial adventurer—the plunder-merchandiser, so-called by Mr. Mahin. All standard goods of fixed price and known origin are the logical mediums for the service-giving merchandiser. The former involves no good will and plays only for the individual and immediate deal; the latter combines the good will of the manufacturer who stakes his all on his product together with the good will of the service-giving distributor, and builds for permanency in business relationships.

Seventh.—Uses. It has been pointed out that line or grade standardization must be carried out so that the consumer may be properly served by the goods furnished him. It has also been pointed out that the manufacturer and the consumer must have free and intimate contact so that the knowledge of each may be used by the other; first, by the manufacturer in preparing the goods for the consumer, and lastly by the consumer in the use of the goods. This, we consider the final step in standardization; namely, interpreting the uses of the consumer in terms of the standardized line of goods and passing on to the consumer the information as to the uses for which each grade was prepared, so that the benefits of standardization of the line may be fully realized by the consumer. It profits the consumer nothing that we may have spent a great deal of time and money in preparing an article to meet his need unless he knows about that article and the uses for which it was made. This field is new in the paper industry, but already we have found the most glaring inefficiencies due to improper uses off grades and sizes of paper—absurdities, in fact, that seemed almost impossible, and we are devoting our energies most sincerely to the development of this genuine service.

In closing, let me emphasize again that the danger of standardization in the manufacture and distribution of goods is not that we shall over standardize, but that we shall lose the benefits and true significance of the fact by light talking and no doing.

Now this seven-fold application of standardization which we have briefly touched upon brings in its train great advantages and benefits to consumers of paper and printing, to distributors and to manufacturers, many of which have been suggested. I might, in addition, if I felt warranted in taking your time, round out this address by a consideration of these manifold results that follow from the seven-fold application.

Note.—Address given before the Annual Convention of National Association of Purchasing Agents, Rochester, N. Y



A collection of house organs of various sizes, which could very well be produced in standard sizes and thus eliminate a great deal of waste.

House Organ Sizes

The illustration above shows all the sales house organs received in answer to a questionnaire sent to the 800 concerns publishing house organs as listed in Printers' Ink. The picture clearly illustrates that definite page size standards in house organ printing and publishing are not at present very exact.

An enlargement of the photograph or a personal examination of the house organs would clearly emphasize the advantages if the United States Bureau of Standards (which is now working on a program of paper size simplification) could successfully work out a definite series of standard specifications for page sizes that would fit in with a full sheet size program of standardization in co-operation with paper mills and their merchants.

The following figures should be of interest to printers and publishers of house organs. This data was tabulated in con-

nection with a survey of house organs made for the Paper Size Simplification Committee appointed by the Bureau of Standards. The following approximate group sizes were made up of the house organs that varied ¼" to ⅜" in either dimension:

9¼ x 12⅛	-	14%
8½ x 11	-	10%
7½-7¾ x 10⅝	-	13%
6 x 9⅜	-	22%
4 x 9⅛	-	6%
5½ x 8½	-	3%
4½ x 6	-	2%
Misc. sizes	-	30%
		100%

These figures indicate clearly that the majority of house organs could, without serious change in size, adopt one of the standard sizes.

In the final analysis, using a standard size sheet is, in reality, securing the benefits of co-operative buying of paper.

Percentages with covers 47%

16 pages and under 76%

42% of the house organs were 16 pages with and without cover and the following tabulation gives the percentages of publications from 4 pages to 96 pages and cover.

4 pages			8%	18 pages			½%
8	"		8%	18	"	with cover	
8	"	with cover	5%	20	"		1%
12	"		9%	20	"	with cover	3%
12	"	with cover	4%	36	"	with cover	1%
16	"		20%	42	"	with cover	½%
16	"	with cover	22%	48	"	with cover	1%
24	"		4½%	52	"	with cover	½%
24	"	with cover	4½%	58	"	with cover	½%
32	"		2%	80	"	with cover	½%
32	"	with cover	4%	96	"	with cover	½%
							100%

Statistics of Canadian Publications

Canada has 1,007 daily, weekly and monthly publications, according to the Report of the Printing Trades of Canada, just issued by the Bureau of Statistics for the year 1920.

The Province of Ontario with 419 publications leads the list and Saskatchewan second with 147; Alberta, 96; Quebec, 95; Manitoba, 91; British Columbia, 76; Nova Scotia, 42; New Brunswick, 34; and Prince Edward Island, 7.

The number of daily publications with morning editions was 36, the number with evening editions 86, and with Sunday editions 5. The average circulation per issue of dailies with morning editions was 501,952, of dailies with evening editions 1,229,503, and of dailies with Sunday editions 126,249.

Newspapers with weekly editions had an average circulation of 1,924,223, those with a semi-weekly edition of 119,671, and those with a tri-weekly edition of 14,998.

Periodicals having a monthly edition had an average circulation per issue of 1,029,659, those of semi-monthly edition had an average circulation of 347,498, those of a quarterly edition of 124,517 and other publications of 504,703.

The language of publications is stated as English for 912 newspapers, French for 66 papers, German for 5, and 24 newspapers representing 12 foreign languages.

The number of persons employed in the newspaper field is shown as 11,966 male, and 3,414 female, with a total of $19,137,240 paid out in wages.

The consumption of newsprint was approximately 102,617 tons, valued at $10,513,155. And it is estimated that the value of production was $53,841,603.

The collection bureau of the Winnipeg Typothetae has been very successful since its installation in July. Seventy-five accounts amounting to well over $2,000 have been sent in for collection.

Service Rendered by the Weekly Press

THE important service which the country weekly renders its community by publishing timely agricultural news, was emphasized by W. A. MacLeod, Commissioner of Publications for the Saskatchewan Government, in an address delivered by him at the Western Publishers' Short Course and Conference held at the Manitoba Agricultural College.

There is a vital distinction between the news field of the weekly paper and the city daily, the speaker stated, as the daily newspaper deals very largely with what might be described as "bad news," wars, revolutions, murders, accidents, calamities of one kind or another, and the weekly newspaper, dealing largely in local activities, appeals most to its readers when it devotes most of its space to "good news," information about the social life and the progress and development of the district and community, and in an agricultural community the agricultural news sent out by the Federal and Provincial Governments provides an important source of information.

Illustrations were given of how the value of agricultural news sent out in the form of bulletins or news articles was very greatly increased when the editor gave the article a local color by adding to the article some news of local conditions concerning the same subject. Information about the best varieties of cereals or forage plants is of far greater interest to readers if the editor can tell of some local farmer who is experimenting with these varieties, and news of an outbreak of insect pest gains much in value if the editor can give accurate information as to local conditions in connection with such an outbreak.

Governments, both Federal and Provincial, have invested very large sums in experimental farms and agricultural colleges where experiments are carried out of the highest importance to agriculture, and the weekly press renders a great service not only to its readers but to the country generally when the results obtained are published even if the paper cannot afford more space than merely to quote the general results and direct the reader to bulletins or reports giving more detailed and complete information.

The value of pictures to illustrate the text was referred to, but about the only way in which illustrated agricultural articles could be used by the average country weekly was when they ran in the ready-print portion of the paper, and the speaker expressed his pleasure at the cordial co-operation extended to the ready-print company which supplied the ready-print for the majority of weekly papers in the prairie provinces in publishing cuts to show the best methods of identifying various insect pests and methods of control.

In closing, a reference was made to the very great demand made upon the small space available in the average country paper, and to the importance of condensing the news articles as much as possible to make them available for weekly papers, as the editor should not be expected to furnish the space and prepare the articles as well.

The weekly press of Western Canada was said to take leading place in the quantity of valuable and timely farm news carried in its local pages.

Value of Team Work

Paying 12 men the wages of 20, to do 20 men's work, has enabled a superintendent to meet, temporarily at least, a shortage of help in his plant.

The basis on which the 12 men were to get the additional pay is derived from the amount of work handled by the full crew of 20. This total the superintendent divided by 12. That gave the quota each man was to reach if he were to earn the additional pay.

Some of the men at first objected to the plan because they felt that when work became slack their rate of pay would decrease accordingly. But the superintendent offered to allow them to go back to their old wages whenever the majority so desired.

With this assurance the 12 men started work under the new rate of pay. They devised many short cuts, and developed a team spirit. As a result they found it no hardship to maintain the record set by the full crew.

LAY-OUT AND DESIGN IN PRINTING

4.—Periods of Design

By Harry L. Gage, Assistant Director of Linotype Typography, Canadian Linotype, Limited

PRINTING, as a whole, has been influenced by few of the many distinct periods through which the arts have come, and even of these few none has had any lasting results, with the exception of the period of the Renaissance, to which we owe the general adoption of the Roman letter in place of the old manuscript hand, or Gothic, as its reproduction in type is called. Beyond this, even the Renaissance did not radically affect printing. The Roman letter itself had existed in its complete style long before the Renaissance, long before

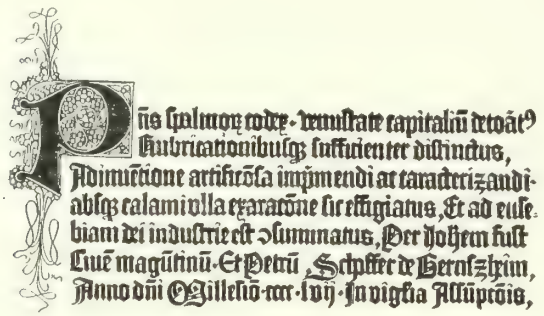


Fig. 14

Colophon of the Famous Psalter of 1457, the first book with a printed date (Fust and Schoeffer). Beautifully conforming to the best rules of the manuscript book. Characteristic of the Ecclesiastical Age, stately as all expressions of the Church, opulent, reverent, and always marked by solemnity.

the preceding Dark Ages. As Edmund F. Strange says of the inscription on the base of Trajan's Column: "No single designer, nor the aggregate influence of all the generations since, has been able to alter the form, add to the legibility, or improve the proportion of any single letter."

All the brilliant inventiveness and originality of the Renaissance could not and did not improve the letter. What it did was to bring it into general use. When it finally succeeded in driving out the Gothic, the printing art stood permanently changed from an art of splendid but sombre decorativeness to an art of simple, cheerful, beautiful lucidity.

This is the central fact to be grasped by students of printing. The change produced by the Renaissance, the only great change that has ever come to printing since movable type was invented, was only the substitution of one style of letter for another. But this one single change typified a colossal and complete change in humanity. Knowledge and art had burst from their century-long refuge in cloisters and ecclesiastical sanctuaries, and mankind was on a new adventure in life and beauty. Our Roman type symbolized then, as it does still, mankind's return to a free and happy art.

This freedom and this happiness cannot be expressed better than by the purity of line and form, the serene dignity and the luminous proportion that had been developed by the Greeks more than a thousand years before. This is the knowledge which should inspire the designer of to-day, for only so can he understand that self-imposed restraint and confident dignity are of the very essence of the classical letter. Any use of the letter that violates serenity and poise violates its fundamental and permeating spirit. The flourish, the arabesque, the curlyque, all of which belonged legitimately to the manuscript hand and the Gothic type, are mere impertinences when attached to the clear lucidity of the Roman type.

No other great lasting change has been brought to printing by any period. As concerns the printed book as a whole, the period that dominates its design to-day is the same period that dominated it in the first day of movable type: the period of the manuscript book. It was practically the only art that remained alive through the Dark Ages, and for that very reason it became perfect, since it was the one refuge for men of learning, genius and creativeness. Therefore in design of pages, principles of type-pattern, proportions of margin and other white space, and in treatment of initials, borders, and related decoration, the best manuscript books remain unexcelled and serve as supreme authority for our modern practice. It has often been said that Gutenberg's Forty-two Line Bible, one of the first books printed from movable type, and produced wholly under the influence of the manuscript book, has never been surpassed in pure beauty of design and rich quality of pattern.

Although the many other periods of style and art have left no permanent impress on printing, an understanding of them is of utmost value, because it clarifies and strengthens our understanding of that which is genuinely good and permanently sound. Furthermore, a knowledge of just what constitutes "period style" is essential for designing pages that happen to require more or less period atmosphere. The printer who does not understand the spiritual significance of a period is reduced to the uncertain and often fatal subterfuge

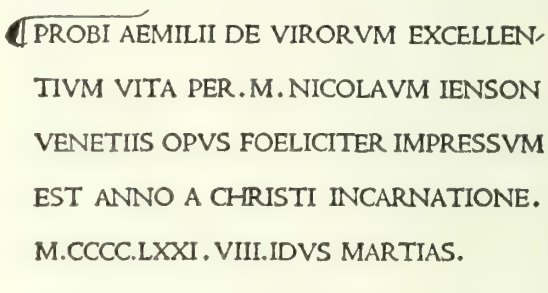


Fig. 15

Colophon by Nicolas Jenson to his edition of Cornelius Nepos (1471, Venice). An example of Roman type. Compare this with the Psalter Colophon and note that though the Roman type is severe and formal while the Gothic is apparently a thing of unlimited fancy, yet the actual result is that the Roman type creates a feeling of bright freedom, while the Gothic seems to symbolize adherence to tradition and rigid formalism.

of simply imitating an old page, with the result of reproducing and emphasizing any imperfections that it contains, and quite losing any charm of purpose and spirit that gives it its intangible quality.

The defective types, awkwardness of engraving, poor fitting of ornamental units, and other imperfections that most strike the ignorant eye, are not at all the characteristics of any period. Defects were defects in their time just as they are now, and the old printers and artists did not produce them purposely nor did they think them beautiful. We can make a cheap imitation of a "period" by copying them, but such an imitation cannot, of course, be anything except a freak intrusion into modern printing. The man who understands the spirit of a given period can produce its atmosphere with modern type and modern illustration that contain no defects obnoxious to the modern reader, and such work becomes a legitimate part of to-day's printing.

For example, the raggedness at the right of the very early printed pages, due to lines of uneven width, was recognized as a blemish in its time, and was due only to the fact that there were no spaces of different widths. The printers made every

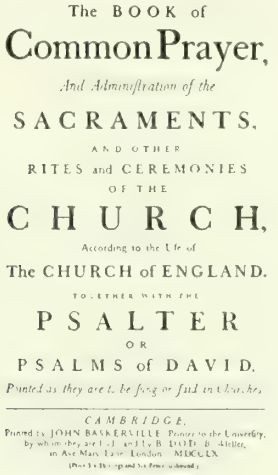

The BOOK of
Common Prayer,
And Administration of the
SACRAMENTS,
AND OTHER
RITES and CEREMONIES
OF THE
CHURCH,
According to the Use of
The CHURCH of ENGLAND.
TOGETHER WITH THE
PSALTER
OR
PSALMS of DAVID,
Pointed as they are to be sung or said in Churches,
CAMBRIDGE,
Printed by JOHN BASKERVILLE, Printer to the University,
for the Assigns of T. J. and J. F. and P. DODD, Booksellers,
in Ave-Mary-Lane, London. MDCCLX.

Fig. 16

Example of English title page of the period in the 18th Century when art had partially lost its direction. It was a period of ideas in flux. Mankind had lost faith in the old, and was afraid of the portents of the new. Printing had divorced itself from the influence of the arts of the day and had developed a style which we know to-day as Georgian. Ornament had been very largely abandoned. This period later developed into the Colonial Period in American printing.

effort to correct this imperfection, and the frequent use of abbreviations is thus explained. It was simply one of various expedients. As soon as spaces of differing widths became available, printers gladly made the lines of uniform length, as

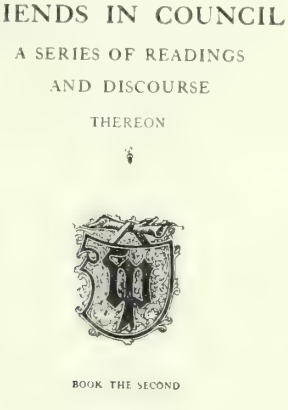

FRIENDS IN COUNCIL:
A SERIES OF READINGS
AND DISCOURSE
THEREON
BOOK THE SECOND
LONDON
WILLIAM PICKERING
1849

Fig. 17

A Forerunner of the Return to Good Style in Printing. William Pickering was a leader in the reform that began in the 19th Century after almost a hundred years of quite degraded printing.

can be learned by studying books printed after 1480, when spaces came into general use. Obviously then, the printer who copies such particular imperfections is woefully astray in his attempt to catch the "style" of any period.

Aims of the Craftsmen

THE PRINCIPLE of the craftsmen's movement throughout the United States and Canada can be summed up in these three words: "Share Your Knowledge." But the objects will take a great many more words and, doubtless, like learning the printing trade, will never be fully accomplished. Just as we meet something new each day in the industry, so do the objects to be accomplished multiply, for the new thing just discovered must be told to your fellow printer or executive to become of any real value. Of what good is any profession or calling without some means of disseminating knowledge? It was the lack of opportunity for meeting and helping each other that led up to the formation of the first craftsmen's club thirteen years ago in New York.

The question had often been asked, or if not asked directly, had often been turned over in the minds of those connected with the printing business, why do we not share our knowledge instead of keeping it to ourselves and letting the other fellow find out as best he can? In other words, why don't we get together to assist each other and thus improve the calling? This involves the uplifting and encouragement of every executive in the trade and will lead to benefits which we are unable to see at the present time.

One of the leading objects of the craftsmen's clubs and one that has helped more than any other, is the holding of lectures on subjects pertaining to the printing and allied industries. The lectures are often accompanied by stereopticon slides and moving pictures devoted to the principal products used by the printer, such as paper and ink, in the process of manufacture. In this way the members are taught the business from its very beginnings. Exhibits of machinery in actual operation have been made at the monthly meetings and it was through these exhibitions that the trade got the idea of the "printer's shows" which have been held at different times throughout the country and of which the 1922 show in Boston was the climax.

Many local craftsmen's clubs have service committees whose duties consist of solving problems brought before the monthly meetings and which require more thought and research than it is possible to give a technical question at any one meeting. The service committee will often take weeks, or, in some cases requiring a great deal of study, months in dealing with one subject, but when it makes its final report, that report may be depended upon as being correct and may be quoted as an authority.

Numerous visits have been made to paper mills, electrotype foundries, photo-engraving plants, and similar places, for the purpose of observing at first hand the manufacture of these allied products. These visits result in a better understanding between the printing office and these industries, to the end that the errors or carelessness usually seen in preparing work to pass, for instance, between the electrotyper and the composing-room, are in a great measure eliminated, thus saving a great deal of time and money for both the printer and the industry involved.

Such are the chief aims and purposes of these clubs, and many who are competent to judge believe that they are living up to all that has been expected of them. It becomes obvious that the printing house executive will find it profitable and interesting to be a member of this organization.

An Auto Club Publication

The Pacific Coast Motorial, official organ of the Vancouver Automobile Club, has just made its first appearance. The publication is edited by Stephen Golder, and under the business management of H. J. W. Brooks, is one of the most creditable productions that has ever appeared in the Canadian monthly journalistic field. The paper is bright in appearance, and articles by a number of local writers on subjects of interest not only to motorists but to the public at large are much above the average. A British Columbia road guide which is one feature of the publication will be greatly appreciated by motorists taking trips to neighboring points in Washington, Vancouver Island or to the interior.

The Practical Cost System for Printing Offices

By R. T. PORTE

VII.—Summary of Cost and Profit and Loss

Other Cost Items: You now come to the items which depend entirely upon the amount invested in the respective departments, viz: Insurance and Taxes, Interest on Department Investment, and Depreciation.

To make easy figuring, it is suggested that you divide the investments into $10, $25, or $50 units, according to whether you have a small or large plant. If a small plant, $1,000 or $2,000, use the $10 unit. If large, use either of the others. After you have the total units, you can easily work out the amounts. The $1,000 plant will have one hundred $10 units. A $5,000 plant will have one hundred $50 units, and so on.

Insurance and Taxes: Use one-twelfth of the total amount of insurance and taxes paid for the year. Divide this amount by the total number of investment units of the whole plant and then multiply this result by the number of units in each department. Total these amounts and if the total does not agree with the first amount make such slight changes in the various departmental amounts until the two amounts are the same. Then enter these amounts in the respective department columns.

Interest on Department Investment: You are entitled to a certain and fixed amount of interest on the capital you have invested in your plant, because if it were invested in any securities it would bring you an interest return and the investment here must do as much. As explained about department investment, this is not what the business is worth, it is not profit, but it is the interest that your invested capital must earn before you can make any profit. Interest on your investment must be figured into cost of production, even if there is no profit shown in the business. What that interest rate should be is for you to decide. Practically all cost system users figure the rate at seven per cent. except in those places where the common rate is more. It should never be less than six per cent. Capital invested in a manufacturing business is not as secure as if invested in farm mortgages and should, therefore, carry a higher interest rate. Ten per cent. would not be too high, under most conditions, for a printing plant. The units mentioned under insurance and taxes are to be used again. One twelfth of the amount of Interest on Investment for the year is divided by the total departmental units, and this result is multiplied by the number of units of each department to get the proper amount to be charged to each. If the total of these departmental amounts does not agree with the total Interest on Investment, slight changes should be made in each department, to make the totals agree.

Depreciation: The principal reason for figuring depreciation in cost-finding is that the wear and tear on your printing equipment must be cared for through your costs, as it is a legitimate expense of the business. The true purpose of depreciation is to establish a replacement fund, which will care for the natural wear and tear of the equipment, and also provide for the destruction of any portion of its usefulness through accident or breakage. The amount figured for depreciation should be carried on your general ledger as a Replacement Fund account.

Type, machinery and other equipment will wear out, and must needs be replaced. There is no exact basis on which to figure the time it takes for the material to wear out, as some presses, for instance, have been in use for twenty years or more and are still doing good or fair work. New inventions, new styles in type and improved materials and machinery are coming out at frequent intervals, causing obsolescense of the old type and machinery, and the new will be used to replace the old and obsolete. The natural wear and tear must also be taken care of, and so depreciation becomes a large factor in the cost of production. In all modern cost systems for printing plants depreciation is figured at the rate of 10 per cent. per annum on all machinery and equipment except type, and this is figured on a basis of 25 per cent per annum. Because the life of much of the machinery and equipment of the printing plant will in actual service wear longer than the ten years indicated by this percentage, it may look large, but in that amount must be contained an amount for replacement to provide for the junking or scrapping of machinery or other material which will be replaced before it is worn out by new and more efficient machinery or equipment. It must also provide for accidental breakages. It has now become the custom of the trade to figure all depreciation on the bases given above.

As stated in the paragraph devoted to inventory, all machinery, type and equipment should be carried on the books on the basis of the present purchase values—not what it cost you ten years ago, and not an appraisal value—because any replacements made in your equipment, and any additions to the equipment purchased out of your capital stock investment, must necessarily be made at the present purchase price, not at the price of ten years ago. If the older basis of prices were used when your replacements are purchased the replacement fund would be very quickly exhausted, as the present prices are approximately double what they were ten years ago, and the investing of the entire replacement fund would not restore the equipment of your plant to its original efficiency and value. For this reason we strongly advise the figuring of depreciation into your costs on the basis of the present purchase price of all your machinery and other equipment.

Note.—We would suggest that the monthly increment of the depreciation be set aside and, if possible, deposited in the bank under a separate fund for replacement purposes, so that when any of your equipment wears out or needs to be replaced you will have the cash on hand to so replace it.

In distributing the amount of the depreciation to the various departments of the plant use one-twelfth of the annual depreciation as outlined above. The same process of figuring is used as in the distribution of the interest on department investment, viz: divide the total annual depreciation by twelve, divide that result by the total of the departmental units, then multiply this unit of distribution by the number of departmental units in each department. Total these results and if it does not agree with the total amount of the depreciation make a few minor adjustments in the various departments until these totals do agree. Then enter the proper amounts under the department headings on the "Depreciation" line.

You are now done with the Department Investment; the rest of the factors in your costs are items of general expense that become a direct charge to the respective departments, and must be different in every office and are changed as experience and costs show. These factors will be taken up and discussed.

A Precaution Against Fire

Perhaps one of the chief sources of fire in the print-shop is the drying-cabinet. Sometimes one or more of the sheets that have been placed in the cabinet to dry slip from the drying slides and come into direct contact with the cover over the blaze, or, where there is no such cover in use, the blaze itself. As the cover usually is very hot, as much mischief ordinarily results from a sheet's coming in touch with it as is the case when the paper falls into the flame of the gas-jets. Fire is the natural consequence in either instance. Overheating of the cabinet is another cause of fire.

It is a good idea to isolate the drying-cabinet as much as possible from all inflammable substances in the print-shop. Paper stock should not be kept near the cabinet, and rags and waste paper and other easily combustible things should not be permitted to have a place in its immediate vicinity. It is well to have the interior of the cabinet lined with tin, so that in case something goes wrong within, the resultant blaze may thus be checked from spreading as rapidly as it would were no such lining used. And it is well, also, to see that the burner is turned off before the person in charge of the cabinet leaves it for any considerable length of time.

CROSS-CANADA NEWS

ONTARIO

A. C. Campbell, editor of Debates of the House of Commons, has been elected president of the Civil Service Association, at the annual meeting of that body.

D. D. Morris, of the Ottawa Citizen reportorial staff, has discontinued his connections with that paper, and intends going into the advertising business on his own.

David Wagner, who has conducted the David Wagner Press at Niagara Falls, Ont., has decided to sell for the purpose of going into the printing business on the other side of the line. He will probably locate at Louisville.

O. T. G. Martin of Kitchener has assumed the news editorship of the Reformer, Oshawa. The retiring editor, George A. Martin, was presented with a beautiful reading lamp by the Reformer management and employees.

It is the intention of the editor to publish from time to time articles contributed by leading Chinese statesmen, including the Christian General Feng, who recently entered the Northern Capital at the head of his victorious troops.

A determined effort has been made by the G.W.V.A. at Windsor to bar venomously anti-British publications from Canada. The authorities at Ottawa, however, regard the publications objected to as harmless, but steps to prevent the admission of papers containing seditious articles will be taken.

Another daily newspaper, The Shing Wah, has made its appearance in Toronto. In announcing the publication of the paper, T. Y. Wang, the editor, said that its main object was to keep Canadian Chinese informed on current affairs in the Chinese Republic. Daily cables are received from correspondents in Pekin, Shanghai, Canton, Fuchow and other large political centres in China.

"The editor of the Palmerston Spectator has hit upon a happy idea for making delinquents come across with arrearages on subscription. He has decided to publish the mailing list of his paper. For bringing in the cash we couldn't imagine a more effective method and we'll venture that Bro. Shibley will take in a lot of coin before next week's issue appears. We thought of the scheme ourselves once, but decided to let someone else do the pioneering."—*Listowel Banner.*

The need of some periodical that would relate what the municipalities of Canada are doing to make living conditions the best possible in their communities has led to the revival of the defunct Canadian Municipal Journal under the name of The Municipal Review of Canada. The editor is Harry Bragg, who has had seventeen years' experience with municipal improvement work and who can be depended on to make the Review a source of help to officials and members of municipal councils. The Review is published in Toronto.

Dr. Charles Morse, K.C., registrar of the Exchequer Court of Canada, has accepted the position of editor in chief of the official organ of the association, the first number of which will appear in January next under the name of the Canadian Bar Review. The standard to be maintained by this new venture in the literary field of the law will be a high one, and will seek to promote those traditions both for learning and ethics which have made the legal profession so important a social force in modern civilization the world over. Dr. Morse's long experience both as the chief executive officer of one of the federal Courts, and as an author of works bearing on the academic as well as the practical side of the law, justify this appointment. As his duties will be advisory and consultative only, they will not interfere with his official duties in Ottawa.

Fabrian Odilion Lizotte, a retired member of the Government Printing Bureau, recently passed away after a lengthy illness at his residence in Ottawa, in his 78th year. Associated most of his life with printing, he was one of the oldest employees of the Bureau when he retired two years ago after 40 years' service in the department. He was born in Quebec City and when a lad he used to take frequent trips on the Government S. S. Lady Head, of which his father, Capt. Francois Lizotte, was commander. Instead of taking to seafaring, however, he preferred printing and entered the services of the Quebec Chronicle as a lad.

The passing is reported of D. C. Nixon at his home in Elmhurst, New York City. The late Mr. Nixon was for years a newspaperman in Toronto. Later he entered the trade paper field. On January 1, 1918, he joined the Harold F. Ritchie & Co., of Toronto, and went to New York when the company opened their New York house. Mr. Nixon did scout work in New York and in nearly every State in the U.S.A. In 1919 Mr. Nixon went to China, Australia and New Zealand, and helped to open the branches for the British Harold F. Ritchie & Co. In 1921 he went to England and helped organize the Ritchie sales staff there, and at the time of his death was preparing for a trip to China.

John Gooday, for two years night foreman at the E. B. Eddy paper making plant, is leaving Ottawa shortly for Denedin, New Zealand, where he is to act as manager in a newly established paper making plant. Together with his wife and four children he will sail from Vancouver on the S. S. Makura on December 22. Mr. Gooday was offered his new post after applications for it had been received from all parts of the world. He learned his trade at Barnsley, England, starting as an apprentice at the age of fourteen years. His present age is 42, and he has held positions in various parts of the world, including Cairo, Egypt; Australia and New Zealand. He also takes great pride in the fact that for several generations his family has been closely connected with the paper making trade of Great Britain.

The Ottawa Citizen has celebrated its 25th birthday. Congratulating the Citizen on the attainment of a quarter-century of success, the Hamilton Spectator says: "The Citizen is known throughout the Dominion as being fearless in its advocacies and ever ready to assist in promoting advanced ideals, when they commend themselves to the judgment as being sound and constructive. Through its columns many social, political and economic schemes have gained recognition, and made headway in the face of established custom and rooted prejudice. The work of the pioneer is hard and requires energy and courage for its performance; these qualities the Citizen displays is abundant measure. The future will doubless see many of the causes it champions so vigorously brought to fruition. Its eye is on the heights and this anniversary marks a distinct stage in the upward journey. Excelsior."

Commencing with the issue of November 1, the Capital Weekly News, Ottawa, increased its size by the addition of four pages consisting of a comic supplement "Down on the Farm" with Happy Hooligan, two pages of illustrations and Lady Duff Gordon fashion plate, printed in color.

The price of the Capital Weekly News will be reduced to 5c. per copy or $2.50 per year. Those subscribers who have paid $3.00 per year will have the term of their subscription extended by three months in order that they may be put on a $2.50 basis.

In thanking the subscribers and advertisers for their support in the past, the paper, which is now under the management of an "All Ottawa" directorate, "hopes by a sincere desire to give the best of the news in a clean, bright and readable manner, to merit ever increasing support."

The London Advertiser has three men in its composing room all running for aldermanic positions.

Gordon Wood, son of J. H. Wood, of Brownsville, has taken over a half interest in Chicago's largest community newspaper, boasting a circulation of 25,000.

Mrs. Elizabeth Ascher, a correspondent of The Standard, St. Catharines, a well-known Niagara Peninsula newspaper woman, has been decorated with the Polish decoration, Polonia Restitutia, for her work among Polish soldiers during the war, and Polish reparation. The presentation was made by the Polish Consul-General for Canada, Dr. Straszewski. She is the first to receive the decoration in Canada.

QUEBEC

The City Hall press gallery, of Montreal, elected the following officers: Messrs. George Lawrence of the Herald, president; E. C. Parrot, of Le Devoir, vice-president; and H. Major of Le Canada, secretary.

Colin Harris, who for the past few years has been identified with the Advertising Service Company, Montreal, as service manager, is taking up permanent residence in Los Angeles, California, as a special representative of one or two Canadian and American manufacturers. Prior to his agency connection Mr. Harris filled an executive position as advertising manager for Henry Birks & Sons, and compiled six or seven editions of the Birks Year Book. Mr. Harris has been a very active member of the Kiwanis Club practically since its inauguration in Montreal and during the summer of 1921 was a well-known figure at the weekly Community Sing Songs on Fletcher's Field in the capacity of Song Leader.

Justice Maclennan delivered judgment at Montreal, condemning La Presse Publishing Company to pay $1,000 damages to Arthur Morin for having published in La Presse newspaper on October 20, 1919, a defamatory libel concerning Morin, in relation to the performance of his duties of a food inspector in the service of the city of Montreal. Plaintiff sued for $10,000. Judge Maclennan, after reciting the pleadings at length, said: "The statements in the article complained of and published in defendant's newspaper, La Presse, on October 20, 1919, to the effect that plaintiff, a food inspector of the city of Montreal, had been dismissed from office on accusations of having used liquor during working hours, of having been seen in hotels with milkmen, and of having taken money from certain milkmen to protect them, are false, unfounded in fact, defamatory and libellous."

Montreal has lost one of its most distinguished editors and publishers in the passing of L. J. Odilon Beauchemin. Mr. Beauchemin was 70 years and eight months old. He was born in Montreal on March 12, 1852. His father was Charles Odilon Beauchemin. Mr. Beauchemin was also a director of La Banque Provinciale du Canada; the dean of the French editors and publishers of America and head of the largest French publishing house on the continent. Among some of the important works published by his firm are the works of Cremazlie; the works of Frechette; Garneau's History of Canada; an edition of Larousse's manual; Les Anciens Canadiens by Philippe works of Gagnon; Les Anciens Canadiens by Philippe Aubert de Gaspe; Auge-Desrosier's grammar; the works of Decelles, of Royal, of Senator David, and of Rev. Father Lacombe. School books were also a specialty in his firm, whose publications are in use in nearly all the schools of the country.

MARITIME

Business at the Royal Print and Litho Company's plant in Halifax is reported as improving steadily.

The Daily Telegraph and Evening Times of St. John, both under the same ownership, have been enlarged to eight columns a page. There will be no increase in price of either paper, the Telegraph remaining at two cents and the Times at one cent. The Times is the only one cent newspaper in the maritime provinces.

C. F. Crandall, formerly managing editor of the Montreal Star and who spent a short time in Vancouver after leaving Montreal, has been in St. John, acting as managing editor of the St. John Journal, a morning paper formerly known as The Standard. The managing editor of the Journal, E. S. Carter, is spending the winter in California with his wife, recuperating from illness.

The hobby of C. M. Lingley, job printer, of St. John, is membership in the South End Improvement League and the Playgrounds Association, two St. John organizations catering to the youth of the city. Mr. Lingley was formerly president of the South End Improvement League, and remains very active in the affairs of this organization, especially in the conduct of the South End Boy's Club.

The late Dr. Edward Blackadder, member of the House of Commons for Halifax county, was not only a medical practitioner, but an editorial writer on the Acadian Recorder, of Halifax, one of Canada's oldest daily newspapers, and which was developed from a weekly. The late Dr. Blackadder was a talented editorial writer and preferred editorial writing to medicine. He was also a temperance lecturer of note and delivered many addresses in the cause of total abstinence. Dr. Blackadder was but forty-nine when he died recently after a lingering illness.

The Wayside Press has been removed to a building purchased by J. S. Hopkins, owner of the Wayside Press. The new home of the Wayside Press is on the same street, Prince Edward street, but further south than the original location. Mr. Hopkins has been in business for the past seven years and has been identified with the printing industry for the major portion of his life. One of his sons is employed with him in the Wayside Press. New equipment has been added, the new quarters being much more commodious than the former premises.

Despite the controversies over the 1922 schooner race to settle the supremacy of the north Atlantic fishing fleets, W. H. Dennis, publisher of the Halifax Herald, Evening Mail and Sunday Leader, is not discouraged. Mr. Dennis offered the Herald Trophy which is emblematic of the fishing schooner championship and which was retained by the Canadian entry against the Gloucester schooner, Henry Ford, in October after some lively moments. Mr. Dennis also offers the Herald and Mail Cup for annual competition by long distance runners over a fifteen mile course into Halifax each October.

WESTERN CANADA

W. M. Davidson, editor of the Calgary Albertan, was acquitted of a charge of perjury brought against him by J. A. Varley. The charge was that W. M. Davidson had made a false affidavit in connection with certain live stock.

H. Bruce Boreham, for more than two years telegraph editor of The Winnipeg Tribune, has left Winnipeg to assume duties of night editor for The Canadian Press at Ottawa. Previous to his departure, a club bag was presented to Mr. Boreham by the members of the editorial department and the composing room staff of the Tribune. He was also the guest of honor at a dinner tendered by the editorial staff at the Fort Garry hotel. Mr. Boreham, originally a Fort William boy, lived in Winnipeg for about 12 years, with the exception of a brief time spent in Calgary, and also of the time spent overseas, where Mr. Boreham gained distinction.

The Manitoba Free Press, always in the van of progress, has inaugurated "The Boys' Own Free Press," a complete weekly newspaper published every Saturday, devoted entirely to news of special interest to the boys of Manitoba. Working in co-operation with the Manitoba Boys' Work Board and its many secretaries throughout Manitoba, the Free Press intends to make "The Boys' Own Free Press" a factor in advancing the Canadian Standard Efficiency Training fourfold program. The paper will be of special interest because the boys of the province will play no small part in making it a success. A major portion of the stories will be contributed by the boys of Manitoba written from the boys' point of view, and with a special appeal to his fellow worker.



H. E. COPLESTON

Well-known Toronto advertising man, who has joined the staff of the G. A. Davis Printing Co., Toronto, a firm noted for the high quality of its printed products. Printing for advertising agencies is a specialty of the Davis plant and Mr. Copleston's experience in the advertising field, well qualifies him for his new work. He has held responsible positions with Cantlon and Cooper, McConnell and Ferguson, Grip Limited, and was assistant advertising manager of the publicity bureau of the Canadian Fertilizer Association.

A Business Evolution

Forty publishers of morning newspapers met in Chicago a couple of weeks ago and formed an association to promote the morning newspaper interests in competition with the evening newspaper as an advertising medium. The chief method by which they say they intend to accomplish this is through announcements in the business newspapers of the United States; that is, papers of the type of The Canadian Printer and Publisher. This is an interesting evolution—the recognition of the place and power of the specialized newspaper.

Midland County Publishers Meet

The semi-annual meeting of the Midland Counties Press Association was held at Port Hope last month. George W. James of Bowmanville, president of the Association, was in the chair, and Gordon Lapp of the Brighton *Ensign* acted as secretary.

There was a good attendance of members, and all joined heartily in the round-table conference. Perplexing problems were brought up for discussion, including ready-print service, prices of job printing, and newspaper advertising in relation to present paper prices and increased wages. A ready-made editorial service was also discussed, and the best means to increase newspaper circulation, and obtain more local advertising, how to tell amount of insurance to carry, should local publishers club with city dailies, should advertising be accepted from neighboring town merchants, etc.

E. Roy Sayles, Manager Canadian Weekly Newspapers' Association, and A. R. Alloway of Oshawa were the special speakers, and added much to the interest of the conference. There are some 40 newspapers and printing offices in this association's territory, and over half of these were represented. The funds are in a good shape.

Since last meeting Messrs. J. C. Ross and J. Ewart Mackay, the new proprietors of The Oshawa *Reformer* Printing Company, have come into the district, and were introduced to the members.

Noted Writer Passes Away

Mrs. Elizabeth Goodridge Roberts MacDonald, a distinguished Canadian poetess, writer and contributor to newspapers, died in an Ottawa hospital as the result of an accident which occurred at her home, 234 Wilbrod street, Ottawa, three months ago, when she fell and broke her hip. Mrs. MacDonald, who was in her fifty-eighth year, has been contributing regularly for the last forty years to all Canadian magazines and periodicals, and also to many American publications. She also published a number of books, the best known of which were "Dreams, Verses and Others" and "Our Little Canadian Cousin." In the newspaper world, she regularly contributed articles to a number of Canadian and American dailies, and was attached for some time to the Winnipeg *Telegram*. The *Christian Science Monitor* regularly published her articles on women's work.

Mrs. MacDonald came from what is known as the most literary family of the Dominion. Three of her brothers, who all survive her, are prominent figures in literature. Charles G. D. Roberts, well known writer living in London, England, is her eldest brother. William Carman Roberts, political editor of the *Literary Digest*, of New York, and Theodore G. Roberts, novelist and poet, Fredericton, N. B., are also brothers. Bliss Carman, well known Canadian poet, is a first cousin. Mrs. MacDonald, is survived by her husband, Mr. S. A. R. MacDonald, two sons, Cuthbert Goodridge MacDonald, and Archibald G. MacDonald, both writers; and her mother, Mrs. Emma W. B. Roberts. Mr. Lloyd Roberts of Ottawa, a nephew, is also noted for his literary efforts.

Death of James Wallis

James Wallis, formerly publisher of the Yarmouth Daily Post, Yarmouth, N.S., died at his home, Oxford Terrace, October 21. Mr. Wallis was under a physician's care when he passed away but his death was unexpected. The deceased was born in Hanley-on-Trent, Staffordshire, England, and served an apprenticeship in printing and bookbinding in Newcastle-on-Tyne. Previous to coming to Nova Scotia he worked at his trade in Birmingham. His first employer in this country was the late J. D. Rolston, publisher of the Yarmouth Times. That was 39 years ago. In January, 1898, he purchased the Yarmouth Daily News in partnership with P. St.C. Hamilton. In September of the same year Mr. Wallis gave up his connection with the News and resumed his former position as foreman of the printing and bookbinding departments of the Times. In a few weeks he again resigned and established a job printing business on his own account. Later he published the Yarmouth Daily Post, which he conducted until about two years ago. Owing to a kindly and genial disposition, Mr. Wallis made many friends. He died in his 73rd year, being survived by James J. Wallis, editor of the Digby Courier; Capt. Harry Wallis, master of the Grace Line Steamer, Santa Ana; Percy Wallis, engineer on the Santa Clara of the same line. Five daughters also survive the deceased.

Dies in United States

A veteran Canadian newspaperman, A. D. Wood, died Oct. 22 at Spokane, Washington. Editing the Winnipeg Call in the earlier days of the Manitoba capital, Mr. Wood later was connected with the Winnipeg Free Press. Fifteen years ago he left for Spokane where he was actively connected with the Spokesman Review until a year ago, when he suffered a paralytic stroke from which he never fully recovered.

Strike Pay Cut Off

The printing apprentices of Toronto have been cut off the International strike benefit roll by an order from the International headquarters. The Toronto local, however, are making arrangements to continue the apprentices pay, equal or in part, by levying an assessment.

THE PAPER BOX INDUSTRY

Minutes Count in the Paper Box Factory

Necessity of Employees Starting and Quitting on Time: Advice for Department Heads

IN HANDLING subordinates it is essential that when you say a thing you mean it. That sounds like mere ordinary common sense. but it takes watchfulness and care to carry that policy out. Study these few words. They do not mean that if you give a ridiculous order you must make everybody carry it out under the threat of being "fired" if they don't. To attain the right kind of firmness, develop that personality that you have, perhaps, often noticed in successful superintendents and boss employers. When such men ask you to do a thing you do not question them. You know they know what they want and mean what they say. You respect them because they have thought out the proper thing to do, and their judgment is therefore likely to be better than yours because probably you have not given the matter any particular thought at all. Nor do they waste words or show any indecision or uncertainty. Foremen or forewomen who have decision of character—who mean what they say—hold the respect of those under them and are better liked by both those they work for and those who work for them.

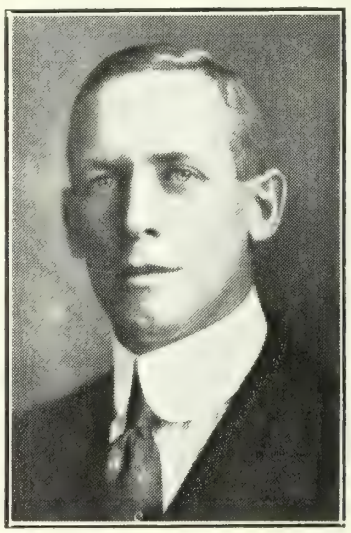
Take the shop where the workers come in late and stay away on the slightest excuse. It may be an easy place to work in, but how many good workers like to work under such slack conditions? Not many. For one reason they cannot make as much money as they can in places where those in authority are firm. In these days of short hours and high wages, minutes count. And yet many foremen fail to insist that the help work up on to closing time. The boss may suggest that the girls are quitting too early, and they should be kept on the job until quitting time, but the tendency of the weak foreman is to argue back, and say it "can't be done," or "It's not done in other shops, and therefore we can't do it here."

As a matter of fact, it can be done in many box manufacturing plants, and it is being done without friction. It requires a little firmness of character on the part of the superintendent or the foreman or the forewoman, as the case may be.

On the other hand, where firmness in the management is lacking you will find employees with their hats and coats on waiting on the stairs for the bell to ring, five to fifteen minutes early, having washed up or cleaned up fifteen to twenty minutes too soon. We all know the excuses they make:—"Just finished my order," and "We'd a new roll of paper put on," or "Waiting on the stayer," etc. You lose hours of working time by this habit of early quitting. Production is lessened thereby, and the piece-workers lose one or two dollars a week in just this way.

To check this early quitting habit, the department heads should be on the job till the bell goes. The help will be quick to note that the superintendent is on the job and has eyes and ears open. It is a good policy to make every employee give a reason as to why he or she stops work before the proper time. Employees will soon find excuses are not satisfactory and that they are expected to stay at their tables and machines until the bell rings. In doing this they are working for their own best interests, for more money goes into their pay envelope, and, after all, that is what everybody is working for. If strictness is not followed in this matter, good workers will quickly form the same habits as the laggards, for the simple reason that it is not human nature for a person to work right up to the bell when all the others are quitting ahead of time.

These remarks apply to noon hour as well as the evening, and similarly to the time for starting work in the morning. The girl who has been to the "movies" the night before and wants to stop every machine until she tells the other girls all about it is a common source of delay in the morning. Be firm in these little things and hours are saved for the firm and for the employees themselves. Production is maintained, and the pay envelopes benefit accordingly.



W. M. OULSTER.

Mr. Oulster was connected with the printing sales staff of the Southam Press, Toronto, for the past four years. He will cover a portion of the Toronto field for the Rudd Paper Box Co., one of Toronto's largest paper box manufacturing concerns.

A New Publication

A monthly publication called *Packaging* has made its debut in Toronto. Business Publications Limited are the publishers of the paper. It is to be devoted to the packaging trade of Canada.

"One of the main objects of *Packaging* is to build business through a wider conception of packages as applied to merchandising," says Ernest G. Bennett, the managing editor.

The paper is provided in handy size, eight inches by four and three-quarters, and the first number contains forty pages, exclusive of the cover. A number of full page advertisements for the paper box manufacturing firms appear in this issue.

To Our Good Friends

WINCHESTER BOLD, SPARTAN and SAINT GEORGE
for anything may do. But it takes great big

ITALIC

to wish a Merry Christmas and a Happy New Year to you.

We take this opportunity to express our sincere gratitude for your generous support during the past year. And it is our hope to be able to serve you better in the years to come.

Write for our latest specimen sheets

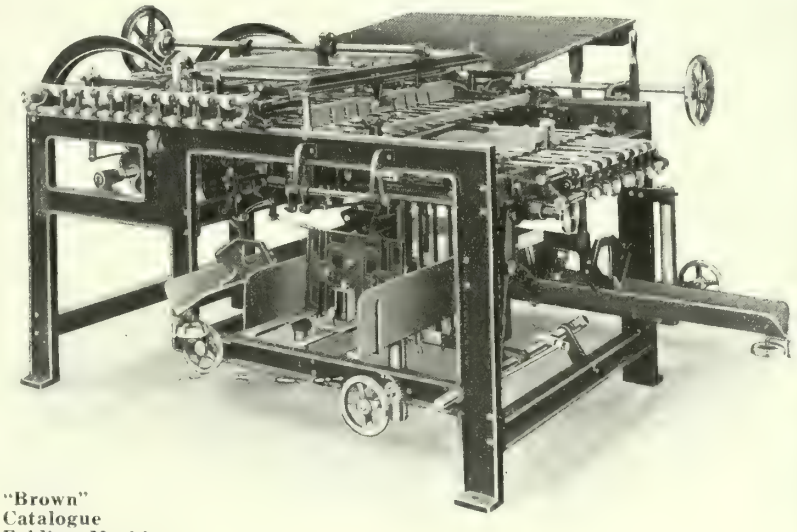
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WM. HAMILTON, Manager
130 Wellington St. West, Toronto

RE-BUILT FOLDING MACHINES on hand



"Brown" Catalogue Folding Machine

"Dexter" Single fold power machine for covers and inserts, 6x6 up to 24x32 sheets.

"Dexter" Three fold right angle 16-page machine, 16x20 up to 32x44 sheets.

"Empire" Three fold (letter fold) circular power machine, 6x6 up to 14x14 sheets.

"Dexter" Four fold right angle newspaper imposition machine, 16x22 up to 33x46 sheets.

"Dexter" Four fold right angle and one fold parallel to second and one fold parallel to third, 12x16 up to 35x48 sheets with "Camco" Automatic Feeder attached to same.

"Dexter" Four fold right angle and one fold parallel to second book and catalogue machine, 16x20 up to 38x52 sheets.

"Brown" New Model Jobber Four fold, right angle, newspaper imposition machine with 8-page trimmer, 18x24 up to 39x54 sheets.

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PRINTERS' AND BOOKBINDERS' MACHINERY

Get on Our Production List

If you require increased printing capacity get your name on our production list IMMEDIATELY.

There is an unprecedented demand for GOSS products from all parts of the world.

This increased popularity of GOSS presses is due to the following elements:—

Perfection of Design

Progressive developments, avoiding all forms of "FREAK" features which have not withstood the test of time.

Quality Construction

The finest materials combined with the highest standards of workmanship known to the industry.

Service

Our obligation does not end with the installation of a press. We give prompt "DAY AND NIGHT" service to all GOSS users.

Get on Our Production List

THE GOSS PRINTING PRESS CO.

1535 South Paulina Street, Chicago

INDIAN  BRAND

GUMMED PAPERS

Have been used for years, and the demand for this Canadian made sheet is growing by leaps and bounds. There is a reason for this. Quality is there, and any jobber can supply your needs promptly.

Canadian Nashua Paper Co.,
LIMITED
PETERBORO, ONTARIO

Sold through all Prominent Jobbers

Brass Rule Made to order

Roller Composition and Casting

GEO. M. STEWART

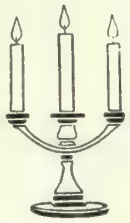
PRINTING *and*
BOOKBINDING
MACHINERY

TYPE *and*
SUPPLIES

92 McGILL STREET, MONTREAL
PHONE MAIN 1892

Thoroughly Rebuilt Cylinder and Platen Presses, Paper Cutters and Machinery of All Kinds for Printers, Bookbinders, Box Makers, etc. Write and state your requirements.

Here's Hoping--



THAT YOUR CHRISTMAS
MAY BE A MERRY ONE
AND YOUR NEW YEAR
FILLED WITH PROSPERITY

Your Envelope Department

Toronto Envelope Company Limited
TORONTO

Progress of Canadian Box Company

"AMONG the most progressive paper box manufacturing concerns in all the world is the Rudd Paper Box Co., of Toronto," says Robert F. Salade, in an article in the November issue of *Shears*.

Mr. Salade is in close touch with the paper box industry of Canada, the United States and other countries, and knows whereof he speaks. Some other references to the Rudd Paper Box Company in Mr. Salade's article follow:

"Within a comparatively short space of time, and mainly through the efforts of its president, W. P. Bennett, this firm has made itself internationally known for ideas, complete service and superior quality of product.

"It is one of the new-school paper box manufacturing firms that is constantly promoting new business by means of its own original ideas. Its ideas have resulted in many a new line of package goods being placed on the market, and a number of these lines are now famous throughout America. The company's slogan is 'Packages That Make Sales,' and it certainly is a truthful slogan, having been vouched for by many of the largest users of paper boxes.

"There are many different departments in this company's big factory, but the most important of all are those devoted to *ideas, business promotion, designing* and *salesmanship*. These special departments are in charge of trained experts, who are continually planning new uses for paper boxes and new designs, shapes and styles of paper boxes. These experts are in a position to give complete service to buyers of paper boxes—the kind of service which can not be had from the average manufacturer of paper boxes.

"The Rudd Paper Box Company may be placed on 'the white list' for its fair treatment of employees. Most of its 'welfare work,' however, goes into the pay envelope of its workers, although it gives them many advantages, kindnesses and gifts which are not to be found in many industrial plants. The annual outing for employees every summer is always a popular feature, and other outings and picnics are given from time to time. The executives in charge of the various departments have been instructed to extend every possible courtesy to the workers, and such things as 'call-downs,' harsh words, frowns or unkindly remarks are practically unknown in the plant.

"Back in 1915 the business and plant of the Rudd Paper Box Co., were bought by L. W. Manchee and W. P. Bennett, both of whom had been previously associated with the Ideal Bedding Co. of Toronto. The two new comers immediately had improvements made in the plant and they soon built up the business to larger proportions.

"Mr. Manchee was the first vice president of the Canadian Paper Box Manufacturers' Association, he having been appointed to that position when the organization of the association was completed on March 3, 1916, this appointment being continued at the first annual convention of the association held Jan. 30, 1917. During the same year Mr. Manchee died.

"At the annual convention of the association, held Jan. 30, 1918, Mr. Bennett was appointed vice president, and he occupied that office until the annual convention, held June 24, 1919, when he was elected president of the association. He continued as president until the convention held in June, 1920.

"In addition to having acted as vice president and president of the Canadian Paper Box Manufacturers' Association, Mr. Bennett has served the organization in many other ways by acting on special committees, and doing other work essential for the progress of the association.

"Mr. Bennett is now the active head of the Rudd Paper Box Company, and it is really his ideas and live business methods which have made this concern so successful during the last few years."

The International Association of Printing House Craftsmen have arranged a letterhead contest among the members. A prize will be given for the most approved design suitable for adoption by the Association. The winner will probably be announced at the next meeting of the Toronto Club.

Greetings—

We wish to extend to our customers, our competitors, and all those connected with the paper box industry, our best wishes for a

Merry Christmas
and a
Happy and Prosperous New Year

JOHN T. ROBINSON COMPANY
HYDE PARK, MASSACHUSETTS

Chicago Office: 117 North Dearborn St., Chicago, Illinois.
New York Office: 395 Broadway, New York, N. Y.
English Agents: Wykes & Roberts, Leicester, England.
Canadian Agents: Toronto Type Foundry Co., Montreal, Toronto, Winnipeg.

Rebuilt Printing Bookbinding REPAIR REBUILD INSTALL **Machinery Lithograph Box Makers**

REBUILT MACHINES

0006—8x12 W. & B. Gordon.
0024—8x12 C. & P. Gordon.
3081—14x22 John Thomson.
3082—John Thomson Laureate.
3063—11x17 Autopress.
0023—Latham Power Punch.
0011—10" Rosback Perforator.
0007—Brehmer ½" Power Stitcher.
0022—Brehmer ½" Treadle Stitcher.
0019—10x15 W. & B. Gordon.
3121—36x48 Imposing Stone.

THE YEAR 1922

Has been more favorable to us than we had anticipated, and we wish to thank our customers and friends for the success we have attained, and for the encouragement given us.

We have received many letters and personal expressions of our service and the quality of our workmanship, which goes to show that customers do appreciate high grade work and attention.

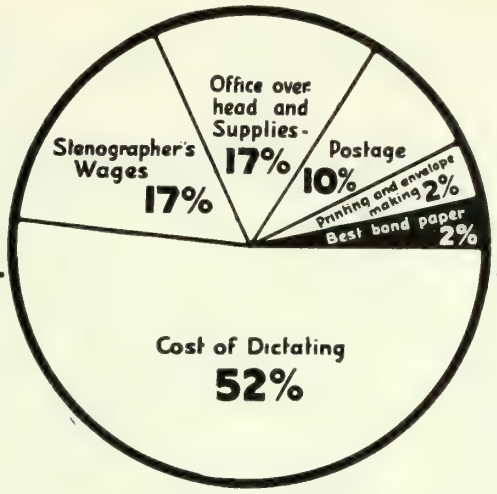
We handle the best in Machinery, Type, Wood Goods and Material, and supply everything for the printer.

We wish all our customers and friends a prosperous 1923.

PRINTERS' MACHINERY CO., LIMITED
451 King Street West, TORONTO
Phone Adelaide 3323
Night Parkdale 2026W

In answering advertisements, kindly mention "The Canadian Printer and Publisher"—that's your introduction.

How Much Does It Cost To Write a Business Letter?



Have you ever stopped to consider what a business letter costs?

Figuring the average executive's time, stenographer, office overhead, postage, printing and envelope making, using the best bond paper, it costs 29 cents—of which the paper represents roughly half a cent—or 2 per cent. of the entire cost.

Suppose you use the cheapest bond paper on the market you save, at most, a quarter of a cent a sheet—or 1 per cent. This, in the last analysis, will prove very expensive economy because the good appearance and the dignity of your business stationery will be in doubt, and a poor looking letter head is your worst advertisement.

For true economy, good appearance and unquestionable quality, specify

SUPERFINE LINEN RECORD

a high-grade, all-rag bond paper for all commercial purposes—for forty years the standard by which all good papers are judged.

Made in Canada by

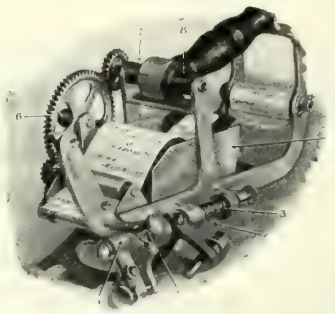
The Rolland Paper Co. Limited

High Grade Paper Makers Since 1882

Montreal - - Canada

If You Have a Mailing List You need this New Wing Mailer

IN THOUSANDS of concerns, large and small, throughout Canada, United States and 22 foreign countries, the New Wing Aluminum Mailer is demonstrating that it cuts at least one-third off mailing expenses. Its extreme lightness and perfect balance make it ideal for use with either hand and a boy or girl can operate it for hours without fatigue. It is sold under a guarantee of complete satisfaction. **Write us.**

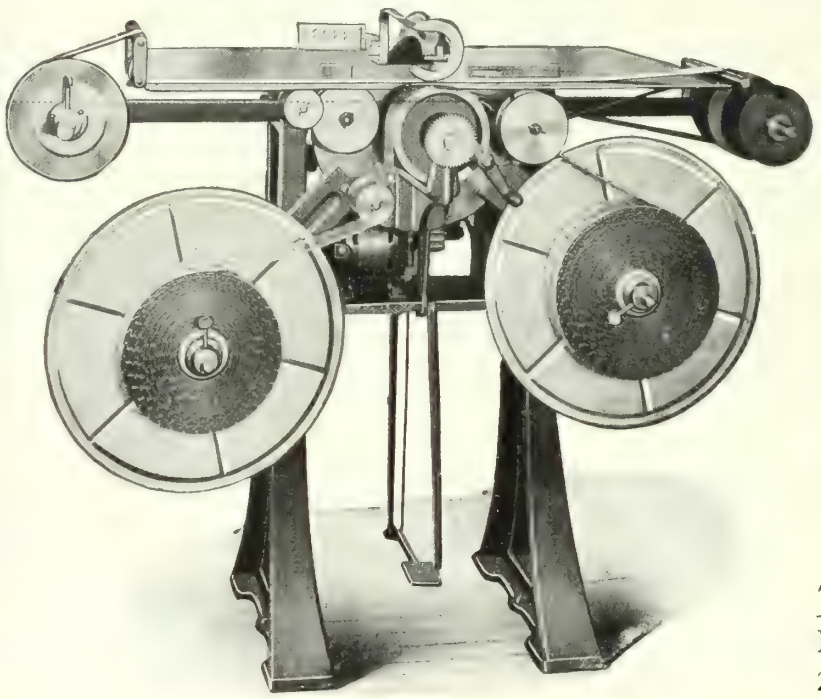


Made in six sizes with capacities ranging from 1⅞ to 3⅞ inch.

CHAUNCEY WING'S SONS
GREENFIELD - - MASS., U. S. A.

Addresses 10,000 an Hour

Pollard-Alling Style H Motor Driven Addresser



Consider a few of its many advantages: It prints addresses on mailer strip on paper in rolls and office proof at speed of 10,000 an hour and prints directly on margin of newspapers or publications, envelopes, cards, wrappers, etc., at speed of 2,500 per hour. The addresses are on top, in plain view as they come from the machine and there is also a counter attachment which counts all the papers, giving you the correct information as to the number of papers mailed.

The Pollard-Alling Mailing Equipment will insure you maximum economy and efficiency in the mailing room.

Write for further information.

***The* Pollard-Alling**
Manufacturing Company
220-230 W. 19th St., New York

Is It The $ $ $?

SOME printers are simply out for work, and they get it. Other printers are out for profit, and they get it. In which class is the reader of this item?

—The Business Printer

BROCADE *more than just a* COVER PAPER

Its quality is exceptional but it has other features to accompany its quality



We are going to send a Cheque for **$50.00**

to the printer who will write us the best letter on

The Possibilities of Brocade

ALSO

$25.00 for the Second Best Letter
$10.00 for the Third Best Letter

YOU HAVE THE ADVERTISING PICTURED ABOVE

The big buyers of printing in Canada are in possession of the samples and the advertising campaign "What Does this Mean to the Canadian Printer"

$50.00 Cheque for the Best Letter

The judges will be selected from disinterested advertising men.

Mark all letters "Contest" and address to

Fred W. Halls Paper Co. Ltd.

261 ADELAIDE STREET WEST, TORONTO

TRADE NEWS

TO CONTINUE PRESENT RATING

Following representations by Canadian Linotype, Limited, made in the interests of the printing and publishing business at large, the Canadian Freight Association, at a hearing in Montreal, decided to continue the present second class rating for typesetting machines instead of first class as proposed in the new classification now under consideration.

DEMONSTRATING MILLER EQUIPMENT IN AUSTRALIA

Clyde L. Skinner, far eastern representative of the Miller Saw-Trimmer Company, who for several months has been engaged in demonstrating and sales missionary work for his company in Japan, China and the Philippines, writes an interesting letter from Melbourne, Australia, the new scene of his activities.

Mr. Skinner states that the Miller moving pictures, showing Miller machines in operation in leading American plants, together with actual demonstrations of the machines, conducted under his directions, are attracting keen interest from Australian printers. Several orders have been booked through the local Miller sales representative, with splendid prospects for future business as the machines on order demonstrate their value in the hands of Australian users.

A UNIQUE SHIPPING METHOD

Shipping typesetting machines by truck over seven hundred miles is somewhat of a unique achievement.

Due to the freight embargo which has prevailed on most of the railroads, it was impossible to ship Linograph machines from Davenport, Iowa, to West Virginia points. Application was made to the express company, but they also refused permission to ship by express because of the bulky packages. The Linograph Company having promised to ship these machines promptly, then engaged a large truck for the purpose of delivering three machines in West Virginia in spite of the transportation embargo.

The three Linographs and equipment were valued at about $12,000. They weighed something over 9,000 pounds. The first machine was unloaded at the plant of the Ohio Valley Lithographing Company, Wheeling, the second at the Republican office, Terra Alta, and the third at the Republican office, Phipippi.

NEW ROTOGRAVURE PLANT AT MONTREAL

The Bidart Machinery Corporation, 525 West 26th Street, New York, builders of complete rotogravure printing plants, have installed new rotogravure equipment on the second floor of the La Presse Building, Montreal. The Bidart company have furnished skilled instructors to train local help in operating the plant.

This installation at present consists of one press of the most up-to-date type. It is capable of printing 7,500 eight-page standard size papers an hour, or 15,000 full-page tabloid size papers an hour. The press will also do commercial work, such as posters, folders, catalogs, magazines, labels, and so forth. It will print on both sides of a sheet at one time.

Various departments of the plant have been arranged so as to reduce operating time to a minimum, and the most advanced methods to secure the best quality of work will be constantly employed.

The Bidart Machinery Corporation are now constructing plants for a number of printers and publishers throughout the world.

MEGILL PLANT MOVED

The plant of Edward L. Megill, manufacturer of automatic register gauges, has been moved to a new building, 761-763 Atlantic Avenue, Brooklyn, N.Y. Increased manufacturing facilities and larger floor space have been acquired.

Classified Advertisement SECTION

TWO CENTS A WORD, Box Number as five words; minimum charge is $1.00 per insertion, for 50 words or less, set in 6 pt. type. Each figure counts as a word. Display ads., or ads. set in border, are at the card rates.

EQUIPMENT FOR SALE

WOOD TYPE, METAL TYPE, PRINTERS' SUPPLIES, MANUFACtured by Empire Type Foundry, Delevan, N. Y. (Established 29 years). Ask for catalogue.

PONY MIEHLE—SIZE OF BED 26 x 34. THIS PRESS IS IN FIRST class running order and is in operation at the present time. The price is reasonable. Write to Box 883, Canadian Printer & Publisher.

HOE THREE REVOLUTION CYLINDER NEWSPAPER PRESS with Eclipse Folder fair condition. Price $285. Write Box 875, Canadian Printer & Publisher, Toronto.

HOE STEREOTYPE MACHINERY—I HAVE A FEW ODD PIECES of used machines—Steam Tables, Form Tables, Matrix Roller, Tail Cutters, Shavers, Etc. Prices low to move them. Address B. M. Phelps, Hotel Elliott, Toronto.

CRANSTON DRUM CYLINDER PRESS—SIX COLUM QUARTO; Bed 33" x 48". Tapeless rear delivery. Rack and screw distribution. Good condition. Price $700. Write Box 873, Canadian Printer & Publisher, Toronto.

GOSS 32-PAGE ROTARY NEWSPAPER PRESS. 4 DECKS "Straightline," 2 plates wide. Complete stereo equipment—all in first-class, re-built condition, ready for immediate delivery. Write Box 876, Canadian Printer & Publisher, Toronto.

SCOTT ROTARY—8 PAGES AND 4 PAGES 7 COL. 13 EM. ONLY. Tape folder, folds to quarter page size. Complete stereo. outfit. Immediate delivery. Just the thing for the same special runs. Price complete. $4,500. Easy terms. Write Box 874, Canadian Printer & Publisher, Toronto.

HOE 24-PAGE ROTARY, 3 UNITS, 2 PLATES WIDE. ALL WEBS run straightline. Complete stereo. equipment All guaranteed in first-class condition. Immediate delivery easy terms Write Box 877, Canadian Printer & Publisher, Toronto.

GOSS "COMET" NEWSPAPER WEB PRESS, USED ON SEMI-Weekly seven years. In A-1 condition. Prints 4, 6 and 8 pages, 7 col. 13 ems 3000 per hour. Price: complete with blankets, rollers 8 chases, wrenches and tools, $4,500.00. F.o.b. cars. Detroit, Mich. Easy terms. Write Box 878, Canadian Printer & Publisher, Toronto.

ONE NINE VOLUME OAK SUBSCRIPTION CABINET, 16 x 24½ Moores Modern Method, with nine subscription ledgers, bound half leather, size of sheet 5 x 8 for sale. Will fit ordinary safe and take care up to 4000 daily and 2000 weekly subscriptions. The handiest up-to-date method of taking care of subscriptions. One paging machine, one to ten thousand—one 32 inch card-board cutter—one Rosback perforating machine—one Cox Duplex Press, 8 page, 7 column, flat bed with folder. For particulars apply The Review, Peterboro, Ont.

EQUIPMENT WANTED

CHASES WANTED—29 x 44 INSIDE — IN GOOD CONDITION. Book or Poster. Semi-Weekly Post, Thorold.

BUSINESS CHANCES

JOB PRINTING PLANT—LOCATED IN TORONTO; CYLINDER takes 28" x 28" No. 2 Gordon Century Motor, Oswego Power Cutter, 34" blade. Shafting, Belting, etc. Good assortment of metal and wood type, stones, chases, furniture, leads, borders, etc. Good location. Low rental $4 000 takes this going concern. $2,000 cash required Apply Box 884, Printer & Publisher.

JOB PRESSES RUN PROFITABLY WITH MEGILL'S GAUGES

VISE GRIP



Megill's Double Grip Gauge
By the set of 3 with key and extra tongues.

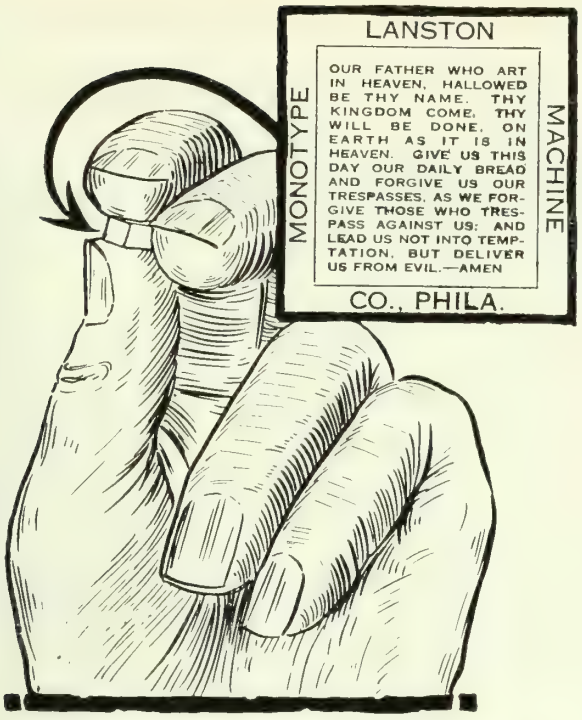
QUICK ON



Megill's Spring Tongue Gauge Pin.
By the dozen or set of 3.

Accurate automatic register is obtained with Megill's Automatic Register Gauge. Saves its costs quickly in doing color or other fine register work on the job press. Free booklet.

Get them from your Type Founder or E. L. Megill, Pat. and Mfr., 763 Atlantic Ave., Brooklyn, New York



Tiny Type Bears Lord's Prayer

Engraving wizards, type-compositors of the hand-stick days and la-a-a-dees and gentl-l-men, gather round, here's something new in typographical artistry.

It is a leaden type, of standard length, at one end of which, on a surface just one-sixth of an inch square (12 points) has been superimposed the Lord's Prayer, by casting. It is the product of the Monotype company.

One looks at it closely and sees but an uninteresting piece of dull metal. Under an ordinary magnifying glass the outline of the letters may be discerned, but the powerful microscope tells the story. Each letter is a perfectly cut capital. The letters are only .006 inches high. There are 61 words, one dash, four commas, five periods, one semi-colon and a hair-line border, outside of which are the words "Lanston Monotype Machine Company, Philadelphia." The casting surpasses in skill the accomplishment of an engraver who copied the Declaration of Independence on a lead surface the size of an ordinary postage stamp.

TAKES OVER ROLLER PLANT

Charles Bush, Limited, well-known firm of printing ink manufacturers of Toronto, have taken over the roller-making plant of the Canada Printing Ink Co.

The Canada Printing Ink Co. have given up their roller department so that they may concentrate their efforts on the manufacture of printing inks.

Classified Advertisements

(CONTINUED)

SITUATIONS VACANT

WANTED—BY A WINNIPEG FIRM, OPEN SHOP, GOOD WORKing conditions, a first-class monotype keyboard operator, also Intertype operator. None others need apply. Steady work and good wages to right party. Apply Box 882.

SITUATIONS WANTED

HIGH-GRADE COMPOSITOR—WINNER OF SEVERAL OPEN prizes, seeks change; layout or executive. Wide experience estimating, etc. Box 872, Printer & Publisher.

NEWSPAPERMAN—WITH SOME EXPERIENCE IN GENERAL advertising wishes part time work, preferably at his home. Can do rough layouts if given time. Box 881, Printer & Publisher, or Telephone Kenwood 7092J.

COLLECTIONS

SEND US YOUR LIST OF DELINQUENTS. WE WILL TURN Debit into Credit. We also promote circulation through the mails, and for the information of publishers, we might add that we have an excellent department for obtaining renewals, guaranteed to be free of all antagonistic methods. Obey that impulse. Publisher's Protective Association, 79 Adelaide St. E., Toronto, Ont.

Does It Pay

TO USE THE

CLASSIFIED
ADVERTISING PAGES

OF

The CANADIAN
PRINTER & PUBLISHER

LOOK!—in the October Issue

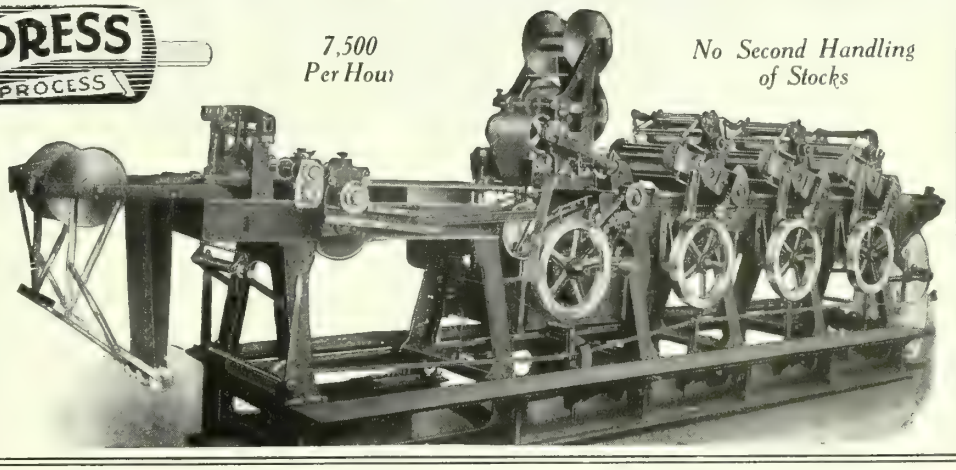
Box 861 pulled **4** replies
Box 862 pulled **5** replies
Box 863 pulled **5** replies

IT PAYS ALL RIGHT!

MULTI-
NEW ERA PRESS
PROCESS

7,500 Per Hour

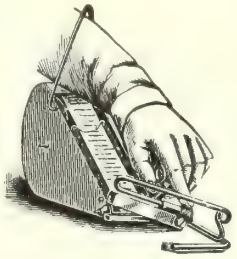
No Second Handling of Stocks



It is more than a Multi-Color Press. Prints in all colors on both sides of the paper at the same time; numbers, perforates, scores, die-cuts, punches, cuts both ways, rewinds or piles—all at a speed of 7,500 impressions per hour. One man operates the New Era and there is no second handling of stock necessary. WRITE NOW!

New Era Mfg. Co., Inc.

394 Straight St. Paterson, N. J.



THE ROBERT DICK

MAILER

Reduces mailing expense
Efficient
Light
Inexpensive
Addresses (expert) 8,556 an hour
Beats them all
Leads, others follow
Easy to operate

Write to-day for interesting Booklet

REV. ROBERT DICK ESTATE
137 W. TUPPER ST. -:- BUFFALO, N.Y.

Strips or Labor-Saving
Drawn

Leads, Slugs

and

Rules

Prices:

Strip Leads	- -	*19c lb.*
Strip Slugs	- -	*16c lb.*
Labor-Saving	-	*5c a lb. extra*

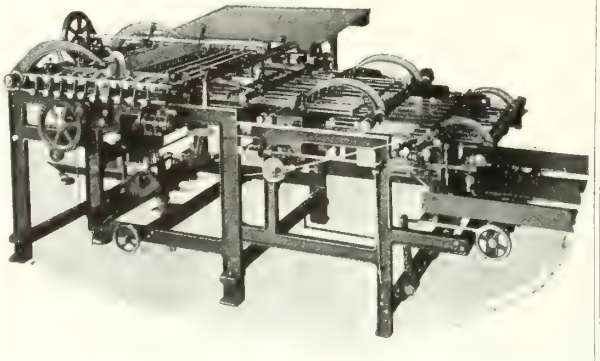
Cut on Saw and Trimmer

We are prepared to make rush delivery on any quantity order.

Made in Canada

DeCarle-Wareham
Limited
Type Founders
74 Market St. - TORONTO
3

No. 2000 Catalog Folder
For Regular And
Parallel Work



BROWN FOLDING MACHINE COMPANY
Erie, Pa.

Agent:
H. J. LOGAN
114 Adelaide St. W., Toronto, Ontario

The Only
BRITISH
Process Screens

DIAMOND

for
HALF-TONE, COLOR
and
GRAVURE

List Free:
F. E. Brown & Co.
Guthlaxton St.
Leicester,
Eng

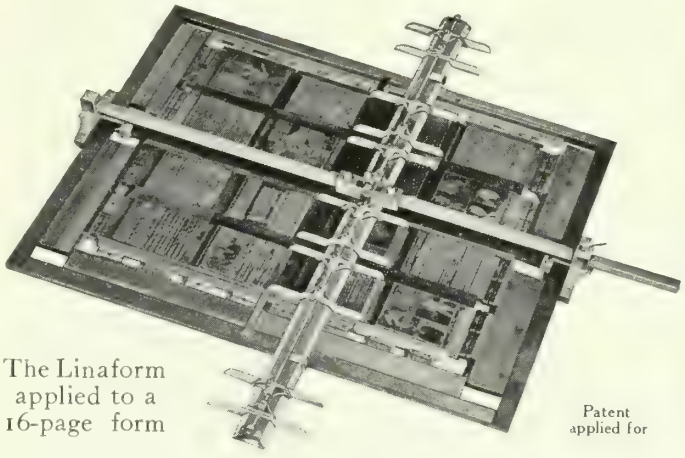
The LINAFORM

An Efficient Device for Lining-up and Squaring Cylinder Press Forms

VISITORS at our booth in the Graphic Arts Exposition at Boston were surprised at the accuracy, simplicity and rapidity of adjustment of the **Linaform** in lining-up and squaring cylinder press forms.

THE **Linaform** has entirely solved the problem of positioning perfectly the pages in ***any*** size cylinder press form. It can be attached instantly to either the short or long way of form.

Its sliding straight edge is an exclusive feature. This permits head and back margins to be lined up simultaneously.



The Linaform applied to a 16-page form

Patent applied for

Linaform TRADE MARK

The Linaform can be attached as easily to a plate form having its cross bars removed.

THE STANDARD LINAFORM COMPANY
51 PARKTON ROAD BOSTON, MASSACHUSETTS



At this season of the year our thoughts turn to those whose friendly business has made possible bigger and better things, and we extend to you a Hearty Greeting for Christmas and Best Wishes for a Prosperous New Year.

UNITED PAPER MILLS LIMITED
TORONTO - - HAMILTON

EQUALLY attractive either as a book or cover paper, UTILITY-ACCORD serves a double purpose. Perfectly matched for color and texture in several weights, it may be used for text or covers for light or heavy mailing units.

UTILITY-ACCORD

Serves the Advertiser Well.

It is made in seven attractive colors in 20x20—65 lbs. and 20x26—130 lbs.; also in 25x38—60 lbs.

Have You a Sample Book of UTILITY-ACCORD?

NIAGARA PAPER MILLS

LOCKPORT, N.Y.

Make One Trial of

NIGHT BLACK

for Book Papers

The result will please you, and convince you that the use of cheaper ink, supposedly "just as good," is a poor policy.

In 1 lb. tins	**45c per pound**
In 5 or 10 lb. tins	**40c per pound**

Shackell Edwards Company
(Canada), Limited
127 Peter Street, Toronto, Canada

All our Inks are Made in Canada and have been since 1911

MOTOR REPAIRS

We'll Keep Your Presses Running



High-Class Work Done Quickly

When your press motors break down you want repairs done quickly, and you want repairs that will last. We have installed and repaired hundreds of press motors—we know printers' requirements and can give you the right service. When in trouble phone or write us. Instant attention!

Specialists in
MOTORS, GENERATORS, STARTERS
CONTROLLERS

The Leslie Electric Co.

74 Grange Ave., Toronto

Telephone Trinity 490

HOLLISTON
Norfolk Cloths
for Book Binding

A new dyed light-weight fabric, in rich, warm colors and handsome designs.

Seven standard shades, six colors and black—special shades on quantity orders.

Five patterns and vellum finish.

Full information furnished on request to

THE WILSON MUNROE COMPANY, LTD.

18 Duncan Street, Toronto, Ontario

Special Notice to Subscribers

We have received some complaints from subscribers to the effect that Canadian Printer and Publisher is not being delivered. In almost every case investigation has shown that our friends have changed their addresses and have NOT notified us.

Let every subscriber look at the address on the label of this issue of Canadian Printer and Publisher, and, if it is not correct, please fill in and mail to us the following—

Name .....

Old Address .....

Change to

New Address .....

Occupation .....

Address

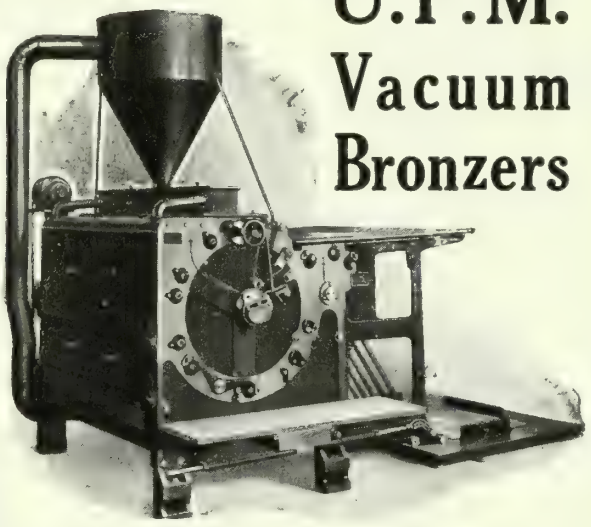
CANADIAN
PRINTER & PUBLISHER
143 University Ave., Toronto, Ont.

UNITED PRINTING MACHINERY COMPANY

24 Houses

that use a total of

113 U.P.M. Vacuum Bronzers



CANADA

B. C. Printing & Lithograph Co., Vancouver, B. C.	1
Consolidated Lithographing & Manufacturing Co., Ltd., Montreal.	1
Lawson & Jones, Ltd., London, Ont.	1
Miller Lithographic Co., Ltd., Toronto, Ont.	1
Royal Printing & Lithographing Co., Halifax, N.S.	1
Southam Press, Ltd., Montreal	1
Standard Lithographic Co., Ltd., Toronto, Ont.	1
Stovel Co., Ltd., Winnipeg, Man.	1

UNITED STATES

U. S. Printing & Lithograph Co.	24
Robert Gair Co.	10
Stecher Lithograph Co.	8
Forbes Litho Mfg. Co.	7
Calvert Lithograph Co.	6
National Folding Box & Paper Co.	6
Nevins Church Press	6
American Lithograph Co.	5
Wm. Steiner, Sons & Co.	5
Brockway-Fitzhugh-Stewart-Inc.	4
Columbia Graphophone Co.	4
Heywood, Strasser & Voigt Litho. Co.	4
Ketterlinus Litho. Mfg. Co.	4
Multi-Colortype Co.	4
Pasbach-Voice Lithograph Co.	4
Simpson & Doeller Co.	4

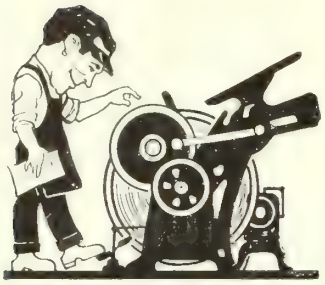
RE-ORDERS TELL

UNITED PRINTING MACHINERY CO.

38 Park Row, New York — **604 Fisher Bldg., Chicago** — **83 Broad St., Boston**

RUNS ANY SPEED 450 TO 1800

A pedal, near the press feeder's foot, provides an infinite range of control from 450 to 1800, or any other range of 4 to 1. No belt drive makes this control possible.



Avoid makeshifts; such as counter-shafts, friction clutches, resistance boxes, by using Kimble motors.

Send for booklet

KIMBLE ELECTRIC COMPANY

2401 W. Erie Street Chicago, U.S.A.

Address correspondence to nearest representative.

GREAT WEST ELECTRIC CO., LTD., 57 Albert St., Winnipeg, Man., for all points west of Port Arthur and Fort William.

MASCO COMPANY, LTD., 76 Richmond St. E., Toronto, for all points east of Port Arthur and Fort William

KIMBLE MOTORS

Are You

using and recommending

THE SUMMIT OF QUALITY
ESLEECK'S THIN PAPERS
MADE AT TURNERS FALLS, MASS. BY ESLEECK MFG. COMPANY

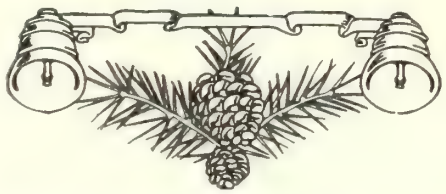
for

COPIES

of Letters and all Forms?

"FIDELITY" "SUPERIOR" "EMCO"

ESLEECK MFG. COMPANY
TURNERS FALLS, MASS.



With Best Wishes

TO OUR MANY FRIENDS AND CUSTOMERS

for

A Merry Christmas

and a

Happy New Year

Mono-Lino Typesetting Company Limited

160 RICHMOND STREET WEST, TORONTO

With gloves off

"Advertising is a crackerjack business to be in, and I am tired of seeing dud campaigns put over on national advertisers; campaigns that make the public weep tears of boredom."

Thus a successful agency man opens his arraignment of you artists; you contact men; you plan and copy men; you who think you are successful; you who have doubts about it; you who in your hearts think you are failures, and you who don't think anything.

Confront this "mirror of truth" in the November number of The Printing Art; the magazine with the courage to tell men the facts about advertising without fear or favor.

Get this 100-page November number, even if you have to pawn your shoes. Send 45 cents to

THE PRINTING ART

Cambridge, Mass.

Printing
and
Lithographing Machinery
of all kinds

Complete Service for Rebuilding and Moving Presses. Agents for Rosback Perforators and Stitchers, Bunn Tying Machines, Southworth Punches and Holdfast Hangers. All kinds of Printing and Lithographing Materials.

Thomas W. Hall Co. Inc.
409 Ninth Avenue, New York City
2 Blocks from Penn Station

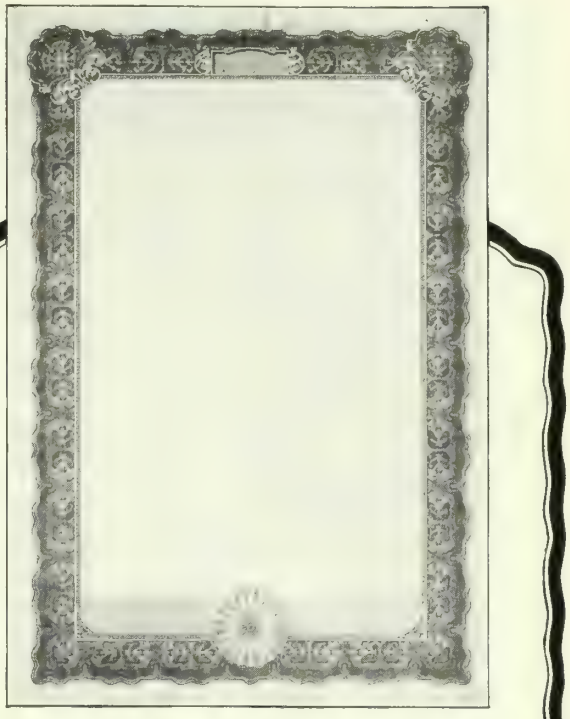
Manufactured
—not merely assembled

ALL THE raw materials in HUBER'S Inks — carbon blacks, dry colors and varnishes—are manufactured by J.M. HUBER in a manner to best suit them for the manufacture of printing inks. Huber's are the only truly manufactured inks. That's one of the reasons why

It Pays to Huberize

J-M-Huber
65-67 WEST HOUSTON STREET, NEW YORK
Baltimore, Chicago, Omaha, St. Louis, Boston, Cincinnati, Philadelphia, San Francisco; London, England; Toronto, Canada. Factories: Brooklyn, N. Y., Bayonne, N. J., Dola, W. Va., Swartz, La.

DRY COLORS VARNISHES CARBON BLACK PRINTING INKS



Go to Goes for
The Goes Steel-Engraved
Certificate Blanks, Bordered Blanks and Bond Blanks

An entirely new and original assortment of
Steel-Engraved Blanks

produced upon Crane's Bond paper; so designed and arranged that they can easily be overprinted either from type or by the lithographic process, and thus present an unusually high-grade, refined, handsome appearance.

The Goes Steel-Engraved Blanks will be constantly carried in stock in quantities that will insure the usual Goes service *for all your requirements.*

A written request for samples and further information will bring a prompt reply.

Goes Lithographing Company
41 West 61st Street, Chicago



Buyers' Guide

Christmas

XMAS PAGES
TANNER'S XMAS PICTURE
XMAS SHOPPING REMINDERS
GIFT MAKING SUGGESTIONS
also
REVIEW OF THE YEAR



The
International Syndicate
2 Years of unfailing Syndicate Service
Baltimore - Maryland

Efficient Equipment

Study the advertisements in The Canadian Printer and Publisher—they point you to what is right in the latest printing office equipment.

Buy Today

Filling Your Advertising Columns

Through the FINANCIAL POST you can reach the men who make the advertising appropriations, who have the final say as to the choice of media, as well as a large proportion of Canada's leading advertising agency executives.

Business men, seeing business on the way. Returning confidence is leading to bigger advertising appropriations.

As a publisher, you want to get your share of the advertising that is now being planned.

Look over this list. It shows who reads THE POST.

—Every Canadian investment house.
—Head office officials in every Canadian bank.
—Insurance trust and loan company officials, etc.
—over 4,000 executives of leading industrial and commercial institutions.
—Advertising Agency executives.

Let us tell you how by advertising in THE FINANCIAL POST you can increase the volume of advertising in your own publication.

THE FINANCIAL POST
143 University Avenue, Toronto

THE firms listed in this Buyers' Guide are all advertisers in PRINTER AND PUBLISHER. *Refer to the ads. by consulting the Index. Our interests are mutual—tell the advertisers you read their ad. in* PRINTER AND PUBLISHER. *Patronize* PRINTER AND PUBLISHER *advertisers—they are all definitely interested in the promotion of efficiency in equipment and service in Canada's allied printing trades.*

ADDRESSING MACHINES
Challenge Machinery Co., The, Grand Haven.
Graphic Arts Machinery Limited Toronto.
Pollard-Alling Co., New York.
Printers' Machinery Co., Ltd., Toronto, Ont.
Miller & Richard, Toronto, Ont.

BAILERS FOR WASTE PAPER
Golding Mfg. Co., Franklin, Mass.
Graphic Arts Machinery Limited Toronto.
Logan, H. J., Toronto, Ont.
Miller & Richard, Toronto, Ont.
Printers' Machinery Co., Ltd., Toronto, Ont.
Stephenson, Blake & Co., Toronto.
Stewart, Geo. M., 92 McGill St., Montreal.

BINDERY EQUIPMENT AND SUPPLIES
(See also CUTTING MACHINES)
Berry Machine Co., St. Louis, Mo.
Dexter Folder Co., New York.
Golding Mfg. Co., Franklin, Mass.
Graphic Arts Machinery Limited Toronto.
Hall Co., Inc., Thomas W., New York.
Hall, A. W., & Co., Chicago.
Hickok Mfg. Co., Harrisburg, Pa.
Latham Machinery Company, Chicago, Ill.
Logan, H. J., Toronto.
Printers' Machinery Co., Ltd., Toronto, Ont.
Machine Builders Ltd., Montreal.
Morrison Co., J. L., Toronto.
Stephenson, Blake & Co., Toronto.
Stewart, G. M., Montreal.

BINDERS—LOOSE LEAF
Brown Bros., Limited, The, Toronto.

BRONZING MACHINES
Printers' Machinery Co., Ltd., Toronto, Ont.
United Printing Machinery Co., Boston.

COMPOSING ROOM EQUIPMENT
(See also LEADS, SLUGS AND TYPE)
The following list covers Iron Furniture—
Challenge Machinery Co., The, Grand Haven, Mich.
DeCarle-Wareham Co., Toronto.
Graphic Arts Machinery Limited Toronto.
Hall Co., Inc., Thomas W., New York.
Hamilton Mfg. Co., Two Rivers, Wisconsin.
Manton Bros., Toronto.
Miller & Richard, Toronto, Ont.
Printers' Ideal Equipment Mfg. Co., Toronto.
Printers' Machinery Co., Ltd., Toronto, Ont.
The Standard Linaform Co., Boston, Mass.
Stephenson, Blake & Co., Toronto.
Vandercook Press, Chicago, Ill.

COUNTING MACHINES
Graphic Arts Machinery Limited Toronto.
Manton Bros., Toronto.
Miller & Richard, Toronto, Ont.
Printers' Machinery Co., Ltd., Toronto, Ont.
Stephenson, Blake & Co., Toronto.

CUTTING MACHINES—PAPER
Hall, A. W., & Co., Chicago.
Golding Mfg. Co., Franklin, Mass.
Graphic Arts Machinery Limited Toronto.
Manton Bros., Toronto.
Miller & Richard, Toronto, Ont.
Morrison Co., J. L., 445 King St. W., Toronto.
Printers' Machinery Co., Limited, Toronto.
Stephenson, Blake & Co., Toronto.

COLLECTION AGENCIES
Canadian Mercantile Agency, Ottawa.
Dominion of Canada Credit Service, Toronto.
Publishers' Protective Assoc'n, Toronto.

EFFICIENCY EXPERT
Pepper, J. L., 102 Adelaide St. W., Toronto.

ELECTROTYPING AND STEREOTYPING
Rapid Electrotype Co., Ltd., Toronto.
Toronto Electrotype & Stereotype Co., Toronto.

ELECTROTYPE AND STEREOTYPE BASES
Challenge Machinery Co., The, Grand Haven, Mich.
Miller & Richard, Toronto, Ont.
Printers' Machinery Co., Ltd., Toronto, Ont.

ELECTROTYPE METAL
Canada Metal Co. Limited, Toronto.

EMBOSSING EQUIPMENT
Golding Mfg. Co., Franklin, Mass.
Graphic Arts Machinery Limited Toronto.
Stephenson, Blake & Co., Toronto.
Manton Bros., Toronto.

FEATURES

Camera News Page (weekly)
Fashion Page (weekly)
Children's Page (weekly)
Feature Page (weekly)
Weekly House Plans
Handicraft in the Home (3 a week)
Radio (3 a week)
Hints for the Motorist (3 a week)
Science and Invention (daily)
Smiles (daily)
Us Kids (daily)
Pertinent Portraits (daily)
Noozie, The Sunshine Kid (daily)
Puzzles (daily)
Fashion Hints (daily)
Easy Tricks (daily)
24 Lessons in Boxing
48 Classified Bldg. Ads.
The Ad-route (house organ)

Proofs, prices and sample mats with pleasure on request.

The International Syndicate
22 years of Unfailing Feature Service
Baltimore, Maryland

For Sale

Belknap Addressing Equipment

Having installed the Pollard-Alling Equipment in our Subscription Department, we are offering the following for sale at attractive prices. This equipment is still in actual operation and is in good condition.

1 Envelope addressing machine
Model 1, Serial No. 606, Style D.

1 Envelope addressing machine
Model 3, Serial No. 406, Style B.

1 Monarch stencil cutting typewriter
Model 3, Serial 73377.

1 Royal stencil cutting typewriter
Model 10

365 Tin boxes for holding stencils

1 Belknap mailing machine, including paper cutting attachment, chains, gears and small accessories.

MacLean Publishing Company, Limited
143 University Avenue, Toronto

The CHRISTMAS SEASON

will soon be here. Send "The Canadian Printer and Publisher" to your printer friends as a Christmas Gift—
$3.00 per year

Buyers' Guide

PRINTERS!



Make your own rubber stamps with very little extra equipment

Send for Catalogue

THE J. W. F. DORMAN COMPANY
Baltimore, Md., U. S. A.



BERRY ROUND HOLE CUTTER

Drills or "cuts" clean holes through any paper or pasteboard stock ten times as fast as a die punch.
Will drill from one to six holes in one operation.
Built in Four Models.
Berry Machine Co.
300 N. Third St.,St. Louis, Mo

Ticonderoga Pulp and Paper Co.

Machine Finish, Special Magazine and Antique Finish

BOOK, MAGAZINE, COATING, LITHOGRAPH and MUSIC
PAPERS
Mills at Ticonderoga, N. Y.
Sales Department
Rooms 800-816, 522 Fifth Ave. New York

Buntin Gillies & Co. Limited

WHOLESALE
Stationers and Paper Dealers
HAMILTON

Modern Die and Plate Press Mfg. Co., Belleville, Ill.
Printers' Machinery Co., Ltd., Toronto, Ont.

ENGRAVERS' EQUIPMENT
Engravers' Machinery Co., of Can., Ltd., Mont.

ENVELOPE MANUFACTURERS
Dawson, Ltd., W. V., Montreal and Toronto.
Toronto Envelope Co., Toronto.

ESTIMATING AND COST SYSTEMS
Porte Publishing Co., Salt Lake, Utah, U.S.A., and 32 Temperance St., Toronto.

FEATURES AND READY PRINT SERVICE
International Syndicate, Baltimore, Md.

FURNACES
The Monarch Eng. and Mfg. Co., Baltimore, Md.

GUMS, PADDING AND PASTES
Beveridge Supply Co., Ltd., Montreal, Que.
Wilson Munroe Co., Toronto.

INK (PRINTING) MANUFACTURERS
(*Including Bronzing Powders.)
Ault & Wiborg Co., Toronto, Ont.
Charles Bush, Limited, Toronto.
Canada Printing Ink Co., Toronto.
Columbia Printing Ink & Roller Co., Vancouver. B.C.
Dominion Printing Ink Co., Ltd., Toronto.
Huber Ink Co., Toronto.
Manton Bros., Toronto, Ont.
Shackell Edwards Company, (Canada), Limited, Toronto.
Sinclair, Valentine & Hoops, Ltd., Toronto, Ont.

LEADS, SLUGS AND TYPE
DeCarle-Wareham Co., Toronto.
Graphic Arts Machinery Limited Toronto.
Manton Bros., Toronto.
Miller & Richard, Toronto, Ont.
Printers' Machinery Co., Ltd., Toronto, Ont.
Stephenson, Blake & Co., Toronto.

LITHOGRAPHERS
Goes Lithographing Co., Chicago, Ill.

MAILING MACHINES
Chauncey Wing's Sons, Greenfield, Mass.
Graphic Arts Machinery Limited Toronto.
Miller & Richard, Toronto, Ont.
Pollard-Alling Mfg., Co., The, New York.
Printers' Machinery Co., Ltd., Toronto, Ont.
Rev. Robert Dick Estate, Buffalo, N. Y.
Stephenson Blake & Co., Toronto.

MAILING GALLEYS
Challenge Machinery Co., The, Grand Haven, Mich.
Graphic Arts Machinery Limited Toronto.
Manton Bros., Toronto.
Miller & Richard, Toronto, Ont.
Printers' Machinery Co., Ltd., Toronto, Ont.
Stephenson Blake & Co., Toronto.

MELTING POTS, ELECTRIC
Cline Electric Co., Chicago, Ill.
Printers' Machinery Co., Ltd., Toronto, Ont.

METAL
(For all kinds of Typesetting Machines and for stereotyping purposes.)
Canada Metal Co., Limited, Toronto.

METAL FURNITURE
Challenge Machinery Co., The, Grand Haven, Mich.
DeCarle-Wareham Co., Toronto.
Graphic Arts Machinery Limited Toronto.
Manton Bros., Toronto.
Miller & Richard, Toronto, Ont.
Mono-Lino Typesetting Co., Toronto.
Printers' Machinery Co., Ltd., Toronto, Ont.
Stephenson Blake & Co., Toronto.

MOTORS AND TRANSMISSION
Cline Electric Co., Chicago, Ill.
Hall Co., Inc., Thomas St., New York City.
Kimble Electric Co., Chicago.
Leslie Electric Co., Toronto.
Manton Bros., Toronto, Ont.
Printers' Machinery Co., Limited, Toronto.

PAPER BOX MACHINERY
Graphic Arts Machinery Limited Toronto.
Millar & Richard, Toronto.
Morrison, J. L., Co., Toronto.
Printers' Machinery Co., Toronto.
Robinson Co., John T., Boston, Mass.
Stephenson Blake & Co., Toronto.

PAPER MANUFACTURERS AND DEALERS
Beveridge Supply Co., Ltd., Montreal, Que.
Brown Bros., Limited, The, Toronto.
Buntin, Gillies & Co., Ltd., Hamilton, Ont.
Canada Paper Co., Toronto.
Dawson Ltd., W. V., Montreal.
Don Valley Paper Co., Toronto, Ont.

Buy a Money Order and Mail it To-Day



This is what we ask past due subscribers to do—and they do it! Have we yours?

DOMINION OF CANADA CREDIT SERVICE
P. O. Box 156 TORONTO

NOW is the time to Buy—don't wait. Consult these advertising pages. Our advertisers will save you money—

Buy NOW!

Look Over Your Plant

Compare your equipment with the advertised lines in "The Canadian Printer & Publisher."

Have YOU the best in plant equipment?

Buyers' Guide



Newspaper and Magazine Accounts
EVERYWHERE

Send us your delinquent accounts. Let us turn them into cash for you.

No Collection, No Charge—Prompt Returns.

Reult - Reult

REFERENCES—The Bank of Nova Scotia and over 200 satisfied Canadian publishers for whom we have been collecting for the last nine years.

The Canadian Mercantile Agency
OTTAWA, CANADA

Publishers' Protective Association
Collection Specialists
Bonded Connections Everywhere
112-114 St. James Chambers, 79 Adelaide St. East,
TORONTO : ONTARIO
Telephone: Main 5494

They Want the Best in Printing

Investment and financial houses, insurance companies, large business institutions demand the best in printing service. Such accounts are steady and profitable for the printer.

Through THE FINANCIAL POST you can reach the men who buy printing for these important institutions as well as the men higher up who have the final say in buying policies.

THE FINANCIAL POST reaches
—Every Canadian investment house.
—Head office officials in every Canadian bank.
—2,200 bank managers.
—Insurance, trust and loan company officials, etc., and
—over 4,000 executives of leading industrial and commercial institutions.

Ask us to tell you how to reach the buyers of good printing.

The Financial Post
143 University Ave., Toronto

Make the Most of Your Christmas Trade

NOW is the time, Mr. Job Printer, and Mr. Publisher, for you to create real new business. Suggest the use of more advertising during the next few weeks.

PAPER
Miller & Richard, Toronto, Ont.
Esleeck Mfg. Co, Turner's Falls, Mass
Halls Paper Co., Ltd., Fred W., Toronto, Ont.
McFarlane, Son & Hodgson, Montreal, Que.
Niagara Paper Mills, Lockport, N.Y.
Ritchie & Ramsay, Ltd., Toronto, Ont.
Rolland Paper Co., Ltd., Montreal, Que.
Thomas & Green, Ltd., Woodburn, Green, Bucks.
Ticonderoga Pulp & Paper Co., New York.
United Paper Mills, Litd., Toronto.
Wilson-Monroe Co., Toronto.

PAPER, TYMPAN
Cromwell Paper Co. The Chicago, U.S.A.
Don Valley Paper Co., Ltd., The, Toronto.
Wilson-Monroe, Co., Toronto.

PAPER RULING EQUIPMENT
Graphic Arts Machinery Limited Toronto.
Hiscok Mfg. Co., Harrisburg, Pa.
Stephenson, Blake & Co., Toronto, Ont.
Printers' Machinery Co., Ltd., Toronto, Ont.

PAPER, MAILING AND MATRIX
Beveridge Supply Co., Ltd., Montreal, Que.

PRESSES, ROTARY
Babcock Printing Press Co., New York.
Duplex Printing Press Co., The, Battle Creek, Michigan.
Goss Printing Press Co., Chicago, Ill.
Hoe & Co., 504-520 Grand St., New York.

PRINTING PRICE LISTS
Porte Publishing Co., Toronto.

PRESSES AND OTHER EQUIPMENT
(Includes Cylinder and Job Presses, Gauges, etc. See Embossing, Eq.)
Babcock Printing Press Co., New London, Conn.
Challenge Machinery Co., The, Grand Haven, Michigan.
Golding Mfg. C., Franklin, Mass.
Goss Printing Press Co., Chicago.
Graphic Arts Machinery Limited Toronto.
Hoe & Co., R., New York.
Hall Co, Inc., Thos. W., New York.
Linotype & Machinery, Ltd., London, Eng., and 68 Temperance St., Toronto.
Manton Bros., Toronto, Ont.
Miehle Ptg. Co., 60 Duane St., New York City.
Modern Die and Plate Press Mfg. Co., Belleville, Ill.
Morrison Co., J. L., Toronto, One.
National Machinery Co.
Printer's Machinery Co., Ltd., Toronto.
Stephenson, Blake & Co., Toronto.
United Printing Machinery Co., Boston.
Machine Builders Ltd., Montreal.
New Era Mfg. Co., Patterson, N. J.
Vandercook Press, Chicago, Ill.

PULLEYS
Horton Mfg. Co., Minneapolis, Minn.
Manton Bros., Toronto.

"REDUCOL"
Manton Bros. Toronto

ROLLERS
Ault & Wiborg Co., of Can., Ltd., The, Toronto.
Canada Printing Ink Co., Ltd., Toronto.
Columbia Ptg. Ink & Roller Co., Vancouver, B.C.
Manton Bros., Toronto, Ont.
Sinclair, Valentine & Hoops, Toronto.

RUBBER STAMP EQUIPMENT
Dorman, The J.W.F., Co., Baltimore, Md.

TINNING, ETC.
Cooper Calendar Metal Co., Toronto.

TYPE HIGH MACHINES
Challenge Machinery Co., The, Grand Haven.
Graphic Arts Machinery Limited Toronto
Printers' Machinery Co., Ltd., Toronto, Ont.
Stephenson Blake & Co., Toronto.
The Standard Linaform Co., Boston, Mass.

TYPE, LEADS AND SLUGS
(Includes Type of all kinds Wood, Brass or Lead.)
D Carle-Wareham Co., Toronto.
Graphic Arts Machinery Limited Toronto.
Manton Bros., Toronto.
Miller & Richard, Toronto.
Printers' Machinery Co., Ltd., Toronto, Ont.
Stephenson, Blake & Co., Toronto.

TYPESETTING
Mono-Lino Typesetting Co., Ltd., Toronto.

TYPESETTING MACHINES AND PARTS
Canadian Linotype Ltd., Toronto.
Lanston Monotype Machine Co., Toronto.
Linograph Co., Davenport, Iowa.

For 1923

IN PLANNING the Franklin Printers Service for 1923, I have been able to secure some wonderful business-getting pointers for printers and publishers — and these will all be issued from time to time throughout the year

¶ Never before in the history of printing has such a Service been issued. What has been done in the past is nothing to what will be done

The Porte Publishing Co.,
32 Temperance St, Toronto

ELECTROTYPING and Stereotyping at any one of our three plants. All orders filled promptly. Service and quality on every order.

Rapid Electrotype Co. of Canada
Montreal Toronto London Windsor

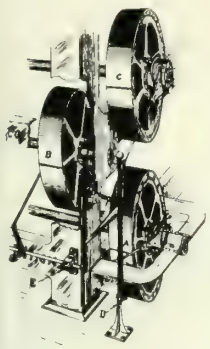
Send your Die-Cutting to
Levy & Company
122 Richmond St. W., Toronto
Telephone Adelaide 2439

Printed jobs and labels of every conceivable shape carefully died out

Our Specialty: Printing Gummed Labels in one or more colors, any shape or style, for the printing trade

MAIL ORDERS PROMPTLY ATTENDED TO

NEW DRIVE-SHAFT MODELS



HORTON
VARIABLE SPEED
PULLEYS

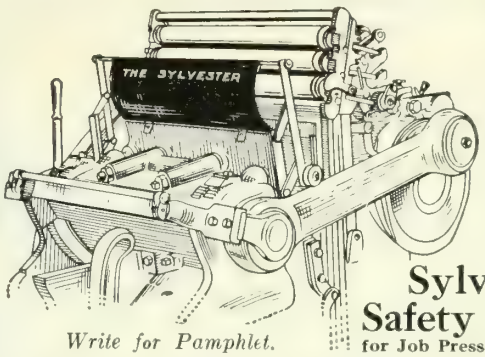
Models 15-0 and 17-0.

Easily installed and adaptable to ANY machine using up to 5 H.P. The only requirements are 3 to 4 inches shaft projection outside of Frame, Fig. C, or 6½ to 7¾ inches between bearings, Fig. A or B.

INFORMATION REQUIRED

Name of Machine, Model and Series, Diameter and R.P.M. of Shaft, Speed Range and H. P consumption.

HORTON MANUFACTURING CO.,
Cable Address "Hortokum"
MINNEAPOLIS - - - - - MINN.



Write for Pamphlet.

PROTECT YOUR PRESS FEEDERS with the

Sylvester Safety Device
for Job Presses of all kinds.

W. H. SYLVESTER & SONS
3627 N. Smedley St., Phila., Pa.

METAL EDGING
(TINNING)

FOR YOUR CALENDARS, ADVERTISING HANGERS, DISPLAY CARDS, ETC., ARE PROMPTLY AND CAREFULLY HANDLED BY

THE COOPER CALENDAR METAL COMPANY
12-16 PEARL STREET - TORONTO, ONTARIO
PHONE ADELAIDE 5547

THE ONLY SPECIALTY OF ITS KIND IN CANADA

WE ARE COMPLETELY EQUIPPED FOR, AND SPECIALIZE IN **METAL EDGING** AND **METAL SLIDES**, AND SOLICIT YOUR PATRONAGE . . TRY US ONCE—YOU'LL CONTINUE TO.

Padding Composition *Flexible Glues*

The
Columbia Printing Ink & Roller Co.
Manufacturing
Fine Printing Inks
and
"Hercules" Printers' Rollers
ALL SIZES FOR ALL CLIMATES

Show Card Inks—Artists' Drawing Inks—Marking and Stencil Inks (soluble in oil or water)—Rubber Stamp Inks—Laundry Inks—Steel Die Inks—Artists' Oil Colors —Label Paste for Tin or Glass.

1063 Hamilton St., Vancouver, B.C.

Beveridge Supply Co., Limited
628-630 St. Paul St. West
MONTREAL

Papers of all kinds
for all purposes.

MATRIX PAPERS & STEREO SUPPLIES.
PASTES, GLUES, PADDING GUMS.

MOTORS
AND CONTROLLERS

For Every Printing Requirement

CLINE ELECTRIC MFG. CO.
CHICAGO NEW YORK

McFarlane, Son & Hodgson, Limited

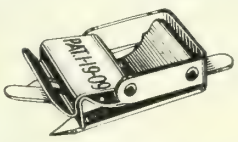
Wholesale Paper Dealers and Stationers

14 ST. ALEXANDER STREET : MONTREAL

A Merry Christmas and a Prosperous New Year

MODERN DIE & PLATE PRESS MFG. CO.
BELLEVILLE, ILL

STRAIT'S PATENT LEVER FEED GUIDE



Pat. Jan. 1909 Feb. 21, 1922

Particularly efficient where space will not permit the use of quads or any other guide or pin.

Original Style—Without Tongue
Improved Style—With Tongue.

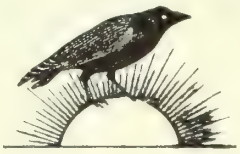
Sold by Dealers Everywhere

H. H. STRAIT
Overland, Mo., U. S. A.

the **Speedaumatic** *Company*
MANUFACTURING
THE MULTI-MAILER SYSTEM
817 825 WASHINGTON BLVD
PHONE HAYMARKET 7865
CHICAGO

EVERY Circulation Manager with a daily mail list of over 1,500 should send for our new booklet, "SUGGESTIONS FOR HANDLING THE SMALL MAIL LIST." Crammed with ideas suggestions — methods that all can use. Shows how 90 per cent. of subscriber complaints can be prevented. Send for YOUR copy.

ESTABLISHED 1846

USE  ONLY

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